Janesville Area
2015-2050 Long Range Transportation Plan

Transit Section

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1. INTRODUCTION AND PURPOSE

The Transit Section of the Long Range Transportation Plan describes the existing conditions of JTS, long term goals and objectives, and looks at potential development and socioeconomic changes that may affect future ridership, revenue, or service areas over the next 30 years. The ultimate planning tool for the operation of JTS is the Transit Development Plan (TDP) process, which occurs approximately every five years and examines the existing conditions of the transit system and develops detailed operational recommendations for the next five years. This planning process and planning period is much better suited to respond to changes in the transit environment versus the 30 year planning horizon of the Long Range Plan. The Long Range Plan therefore must focus on a more global picture of the regional transit issues of the Janesville Area MPO.

2. GOALS AND OBJECTIVES

The goals and objectives for the Janesville Transit System were initially defined in 1981 and have been updated periodically as the transit system and city policy toward the system have evolved over the past three decades. The system goals and objectives are an integral part of the City of Janesville's Comprehensive Plan and are considered during development review, street and highway reconstruction, and neighborhood-level planning. These goals reflect the long term vision for JTS, although it is expected that JTS's goals and objectives will continue to be modified as the transit operating environment and the perceived need and goals for transit service by the city's policymakers' change. As elements of the City's comprehensive plan are updated, JTS's focus will be continually refined and more closely defined. It is anticipated that emphasis will continue to be placed on providing accessible, efficient transit service for transit-dependent persons, particularly senior citizens, disabled persons, and youth. JTS will also focus on aligning routes to adequately serve major employment, education, and health care centers, and identify and respond to changes in ridership.

Operations, schedules and capital improvement standards have also been developed to meet goals and objectives set forth by JTS. One of these standards is to evaluate the route and schedule structure every five years, modify unproductive route segments and hours of service to match service with demand or areas of high transit potential, identify the fiscal resources needed to operate the system, identify the resources that are available to meet those needs, and adjust service levels as necessary to stay within the fiscal constraints of the funding sources. This evaluation typically takes place every five years though the TDP process.

The goals of JTS reflect the system's efforts to provide efficient, reliable service with focus on serving transit dependent individuals. The goals for JTS were initially established with the 1982 Transit Development Plan. These goals have been evaluated and modified with each update of the Transit Development Plan and the Long Range Transportation Plan. The following list identifies the ongoing goals of the JTS.

GOAL: Develop a multi-modal transportation network within the Janesville Metropolitan Planning area that accommodates all modes of transportation and recreation and provides for the safe, efficient movement of people and goods.

OBJECTIVES:

- To promote the role of public transit in the overall Janesville community transportation system.
- To maintain a fiscally sound public transit system as a vital service worthy of public support similar to that provided for other basic City services.
- To serve the public transportation needs of senior citizens, disabled persons, youth, and major employment centers in an efficient, safe, comfortable, and reliable manner as defined by industry standards.
- To comply with all regulations and mandates set forth by the Federal Transit Administration and the Wisconsin Department of Transportation.

3. EXISTING CONDITIONS

This section provides some general background information on scheduling, service hours, and the fare structure for current JTS services. Fixed route ridership and paratransit use are described in the second section, and revenues and expenses are outlined in the final section.

Introduction

JTS provides fixed route and paratransit services in the City of Janesville and between the cities of Janesville and Beloit. JTS operates six fixed routes, provides 'Nightside' service on three deviated fixed routes and provides 'curb-to-curb' paratransit service to ADA-eligible passengers who are unable to use the fixed route bus system due to physical or cognitive disabilities. ADA paratransit service covers all locations within the City of Janesville and within ¾ of a mile of a JTS fixed routes in fringe areas. This chapter provides an overview of the JTS system.

Fixed Route Description

Frequency and Span

JTS operates 6 fixed routes, 5 within the City of Janesville, and one to Beloit. JTS also provides 'Nightside' service on three deviated fixed routes. The commuter routes span of service is from 6:15 AM until 10:15 PM on weekdays and from 8:45 AM until 6:15 PM on Saturdays. JTS provides extra 'tripper' service to meet peak and seasonal demands. Trippers are open to the general public and operate between 7:00-8:30 AM and 3:15-4:30 PM.

All of the regular routes operate on 30 minute headways except for E. Milwaukee Street, which operates on 60 minute headway. Nightside and Beloit-Janesville Express (BJE) service operate on 60 minute headways. Table 1 provides an overview of the frequency and span of service for each of the fixed routes.

Table 1: JTS FREQUENCY AND SPAN OF SERVICE

Route	Weekday		Saturday	
	Frequency	Span	Frequency	Span
Regular Routes				
West Court Street	30	6:15 AM - 6:15 PM	30	8:45 AM - 6:15 PM
Kellogg Avenue	30	6:15 AM - 6:15 PM	30	8:45 AM - 6:15 PM
Milton Avenue	30	6:15 AM - 6:15 PM	30	8:45 AM - 6:15 PM
East Milwaukee Street	60	6:15 AM - 6:15 PM	60	8:45 AM - 6:15 PM
Wright Road	30	6:15 AM - 6:15 PM	30	8:45 AM - 6:15 PM
Nightside Routes				
Nightside-West	60	6:15 PM - 10:15 PM	N/A	N/A
Nightside-East	60	6:15 PM - 10:15 PM	N/A	N/A
Milton Avenue Nightside	60	6:15 PM - 10:15 PM	N/A	N/A
Regional Route				
Beloit-Janesville Express	60	6:00 AM - 6:15 PM	N/A	N/A

Source of Data: JTS

The five regular routes and the Nightside routes operate on a 'pulse' system with pulses occurring at the JTS Downtown Transfer Center on South River Street. Four of the regular routes pulse at both quarter past the hour and quarter of the hour and the Milwaukee Street route pulses only at quarter past the hour. Nightside deviated fixed routes all pulse at quarter past the hour. Bus stops are located along the routes at every intersection where it is safe to stop as well as at points of interest and major trip generators.

Below is a description of each of the regular fixed routes:

- *Milton Avenue* – This route serves northeast Janesville and operates between the JTS Downtown Transfer Center and US Highway 14 via Milton Avenue with deviations along the way. Major trip generators served by this route include the Creston Park Mall, the Janesville Mall, Wal-Mart, Target, Van Galder Bus Terminal, Woodman's, Shopko, and the Pine Tree Plaza. Roundtrip travel time on this route is 60 minutes, allowing two buses to operate this route on 30 minute headways on weekdays and Saturdays.
- *East Milwaukee Street* – This route serves northeast Janesville and operates between the JTS Downtown Transfer Center and Wal-Mart via Court, Milwaukee, Morningside, and Deerfield Drive. Major trip generators besides the Wal-Mart include Fairview Mall, Marshall Middle School, Mercy East, Pine Tree Plaza, and Mercy Clinic North. Roundtrip travel time on this route is 60 minutes, allowing one bus to operate this route on 60 minute headways on weekdays and Saturdays.
- *Wright Road* – This route serves east Janesville and operates between the JTS Downtown Transfer Center and Wright Road via Main, Tyler, Racine, and Randall. Major trip generators served by this route include Palmer Park, South Wright Road Industrial Park, Dean St. Mary's Hospital, and Craig High School. Roundtrip travel time on this route is 30 minutes, allowing one bus to operate this route on 30 minute headways on weekdays and Saturdays.
- *Kellogg Avenue* – This route serves south Janesville and operates between the JTS Downtown Transfer Center and Kellogg Avenue via Jackson, State, Beloit, Kellogg, Chatham, Pearl, Center, and Rockport. Major trip generators served by this route include WI Center for the Blind and Visually Impaired, Mercy South, Pick 'n' Save, Blackhawk Shopping Plaza, Edison Middle School, and the Job Center. Roundtrip travel time on this route is 30 minutes, allowing one bus to operate this route on 30 minute headways on weekdays and Saturdays.
- *West Court Street* – This route serves west Janesville between the JTS Downtown Transfer Center and Waveland via Franklin, Washington, Purvis, Manor, Grant, Mineral Point, Waveland, Bond, West Court, and Pearl. Major trip generators served by this route include City Hall, Garden Court Apartments, Sunnyside Shopping Plaza, Parker High School, Franklin Middle School, Mercy Health Mall, and Mercy Hospital. Roundtrip travel time on this route is 30 minutes, allowing one bus to operate this route on 30 minute headways on weekdays and Saturdays.

Nightside service continues approximately the same coverage as the regular routes from 6:15 PM until 10:15 PM on weekdays. The three routes operate on 60 minute headways with one bus each. Below is a description of each of the Nightside routes:

- *Milton Avenue Nightside* – The route structure is the same as the regular Milton Avenue route.
- *Nightside East* – This route is a combination of the East Milwaukee and Wright Road regular routes.
- *Nightside West* – This route is a combination of the West Court Street, and Kellogg Avenue regular routes.

Figure 1: JTS FIXED ROUTE SYSTEM

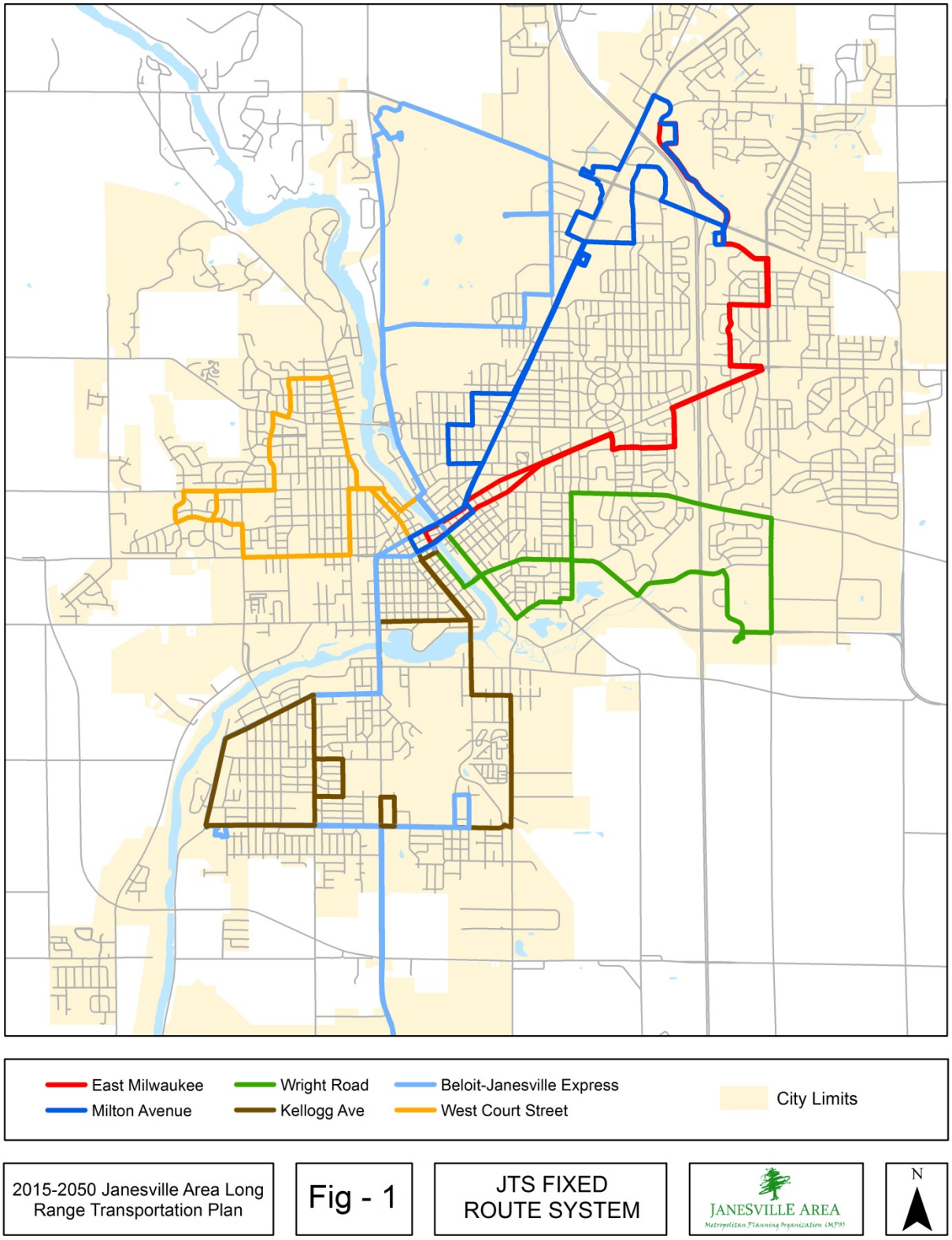


Figure 2: JTS NIGHTSIDE DEVIATED FIXED ROUTE SYSTEM

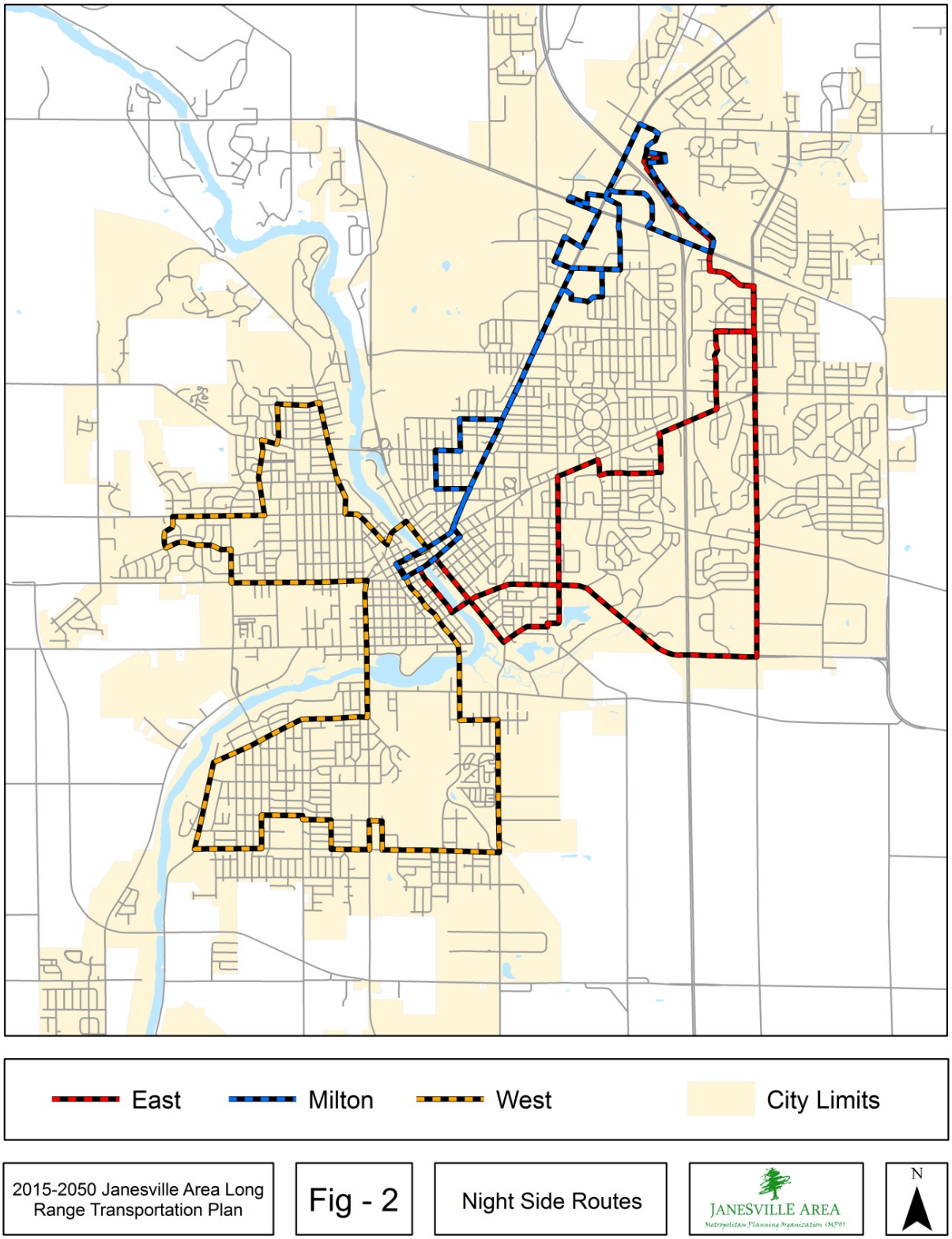
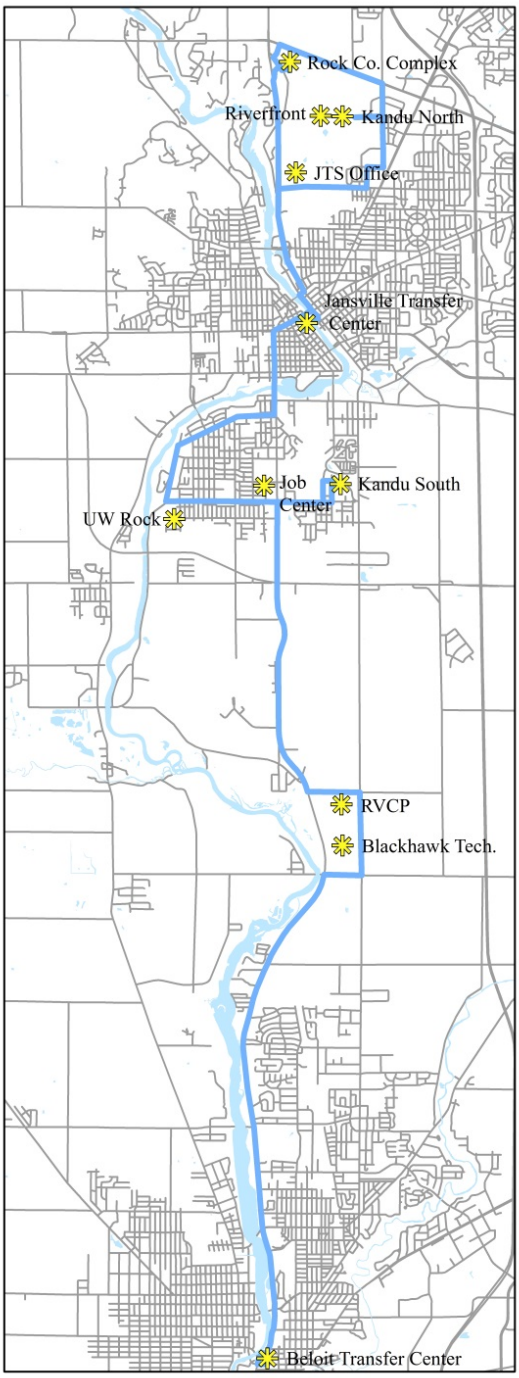


Figure 3: BELOIT-JANESVILLE EXPRESS ROUTE



The Beloit-Janesville Express route is a joint venture between JTS and the Beloit Transit System (BTS) and provides transfer ability to both of the local systems. The BJE is operated from 6:00 AM until 6:15 PM on weekdays. The BJE operates on 60 minute headways and JTS and BTS each provide one bus for the operation of this route. The route extends as far north as the Rock County Institutions on Highway 14 north of Janesville to as far south as the Beloit Transfer Center. Major trip generators served include the Rock County Complex, Riverfront, the JTS Downtown Transfer Center, UW Rock County, the Rock County Job Center, Kandu Industries, Rock Valley Community Programs, Blackhawk Technical College, and the Eclipse Center.

Fare Structure

JTS has a straightforward fare structure for its local routes, as seen in Table 2. The base fare for fixed route services is $1.75. The 'All Around Town' pass is available for $4.00 for unlimited rides in one day between the hours of 8:45 AM and 6:15 PM. The 10-ride value pack is available at a discounted rate of $14.50. For frequent riders, a monthly pass is offered by JTS for $52.00. Half fare options are available for senior citizens and disabled passengers. Half fare Youth tokens are available for purchase at all Janesville School District middle and high schools and semester passes are sold for $140 per semester. Discount passes can be purchased at several venues throughout Janesville. Passengers can immediately transfer for free between two routes. All routes intersect at the JTS Downtown Transfer Center.

Fares on the BJE are divided into three zones, rides originating and ending completely within either Janesville or Beloit is $1.50 if driver operated by Beloit Transit System or 1.75 if operated by JTS. The base fare for a trip from Janesville to Beloit is $3.50. The fare to ride between either Beloit or Janesville and the Blackhawk Technical College (BTC) is $2.25. Ten-ride passes are also available for the full BJE route and the BJE route only as far as BTC. Half fare options are also available for senior citizens and disabled passengers on the BJE route. BJE passes can also be purchased at several venues in both Janesville and Beloit.

Table 2: JTS FARE STRUCTURE

Fare Category	Cash	All Around Town	10-Ride Pass	Monthly Pass	BJE Cash	BJE (BTC only)	BJE 10-Ride Pass	BJE (BTC only) 10-Ride Pass
Adults	$1.75	$4.00	$14.50	$52.00	$3.50	$2.25	$30.00	$20.00
Seniors/Disabled Persons	$0.85	$2.00	$8.50	N/A	$1.75	$1.10	$17.50	$11.25

Source of Data: ***JTS***

Paratransit Service

Paratransit service is provided to meet the requirements of the Americans with Disabilities Act (ADA) for service usable by individuals who cannot access or use the fixed route accessible bus service by reason of their disability. This service is a contract service operated by Rock County Specialized Transit; an agency of the Rock County Council on Aging. Customers must obtain certification through an application process with JTS. Reservations for rides must be made the day before transportation is needed. The basic cash fare for paratransit is $3.50 per trip. Evening service for ADA eligible passengers within Janesville is available through the Nightside service and deviated route operations.

Table 3 presents 2014 JTS paratransit operating statistics. Two vehicles are used in the operation of the paratransit service.

Table 3: JTS PARATRANSIT OPERATING STATISTICS

Category	Average Weekday	Average Saturday	Annual Total
Ridership	11.95	4.23	3,268
Peak Vehicles	2	1	2
Revenue Hours	3	.88	815
Revenue Miles	46.2	21	12,521

Source of Data: JTS

Rock County Specialized Transit

Rock County Council on Aging operates transportation services for use by individuals at least 55 years of age or disabled persons. Service is provided to all areas within Rock County using wheelchair accessible buses. Rock County Transit operates both door-to-door service as well as a “shopping shuttle” once week from the Orfordville/Footville area to Janesville. Additionally, the Council on Aging houses the Rock County Mobility Manager to help coordinate transportation services and resources within the county.

Service Areas

The Janesville Transit System attempts to serve a balance of the city's primary residential, commercial, and industrial clusters in addition to schools, public institutions and recreational facilities. Figure 4 and 5 indicates how the transit system's regular routes relate to land use in the city and Figure 6 shows how extra service routes are designed to primarily serve Janesville middle and high school students. As indicated on the two maps, transit routes branch out from the downtown transfer center to the residential areas bounded roughly by Crosby Avenue and Memorial Drive on the west, Kennedy Road and USH 14 on the northeast, Wright Road to the east, and Kellogg Avenue to the south. The extra service routes provide essentially the same coverage area with extensions into the general area of Wuthering Hills on the City's far east side and north of Memorial Drive (Figure 6). The areas with the highest potential (>1,000 trips per square mile) are located in the central part of the city bounded by Centerway, Center Avenue, and Randall Avenue. These areas are currently served by both regular and extra service routes and the downtown transfer center is also located within this high transit potential zone.

The community's commercial land uses are concentrated around the Milton Avenue/USH 14/I-90 interchange, West Court Street, Center Avenue, East Milwaukee Street at Wright Road, and the central business district. Transit routes operate along the majority of the city's major arterials, therefore, commercial areas are well-served by JTS. Commercial development is expected to continue northeast of I-90 along USH 14 and Milton Avenue and the regular route system was modified in July 1997 to respond to demand for services in these areas. Extended service along USH 14 and along Deerfield Drive takes customers to numerous restaurants, stores, and retail employers near the Milton Avenue corridor.

Industrial development is concentrated in several clusters, including the Kennedy Road area west of Milton Avenue and an area on the west side between West Court Street and the Rock River. Much of these areas are served by JTS. Bus service is provided to the south side and former GM area by the Kellogg Avenue route and to the west side by the West Court Street route. The Wright Road route serves Blain Supply and other light industries near Wright Road. Kennedy Road is served by the Milton Avenue route and the BJE, however, many of the industries north of HWY 14 are beyond convenient walking distance (1/4 mile) from a bus stop.

Industrial uses are planned to extend from the existing concentrations of manufacturing east of Wright Road to USH 14, northeast of Beloit Avenue and Avalon Road, and in the undeveloped area south and west of Avalon Road (STH 11) and Beloit Avenue (CTH G) as well as on land adjacent to STH 26 and CTH Y on the city's far northeastern side. These areas are currently not served by transit and are discussed further in the next section of the plan.

Figure 4: MAJOR SHOPPING AREAS

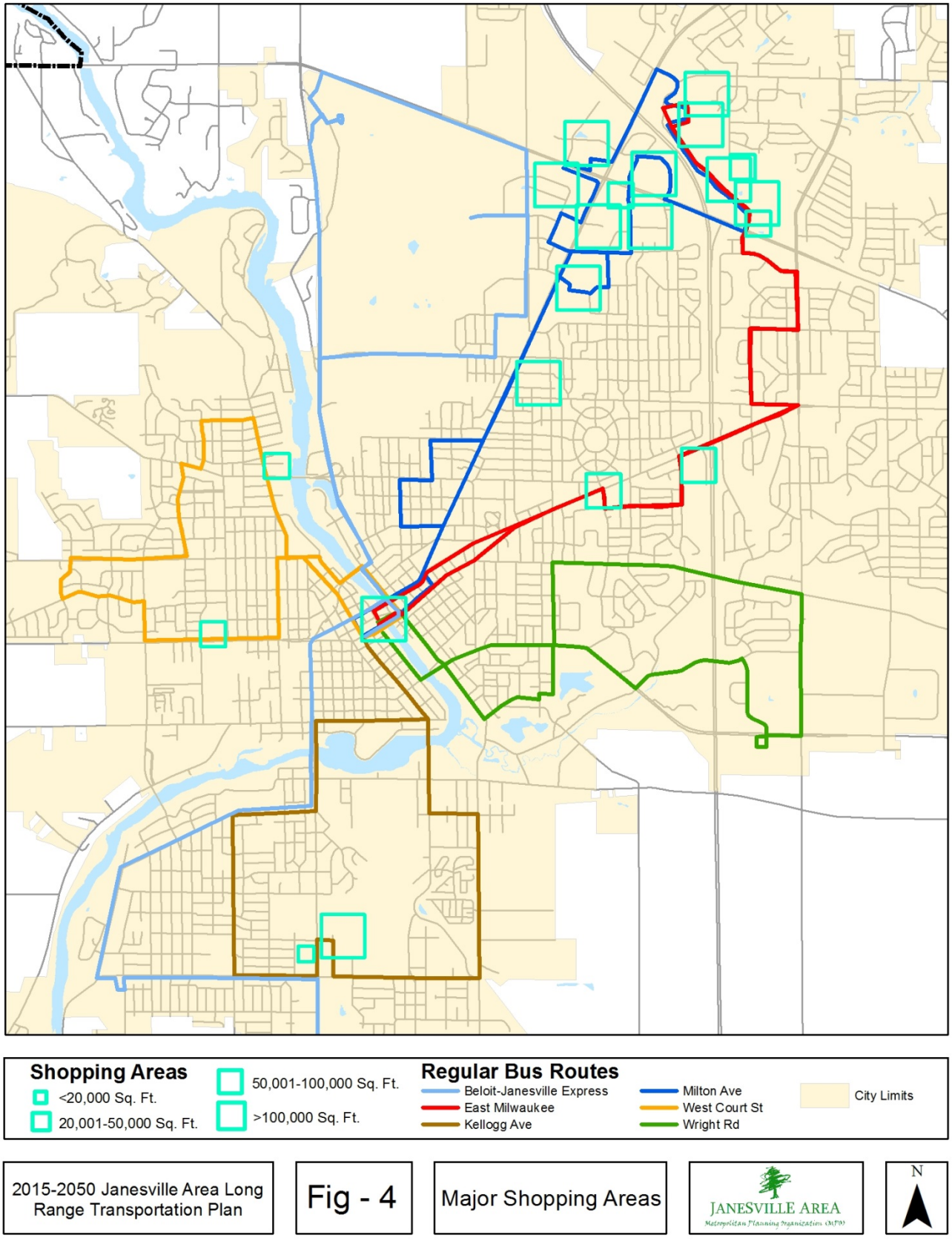


Figure 5: MEDICAL AND GOVERNMENT FACILITIES

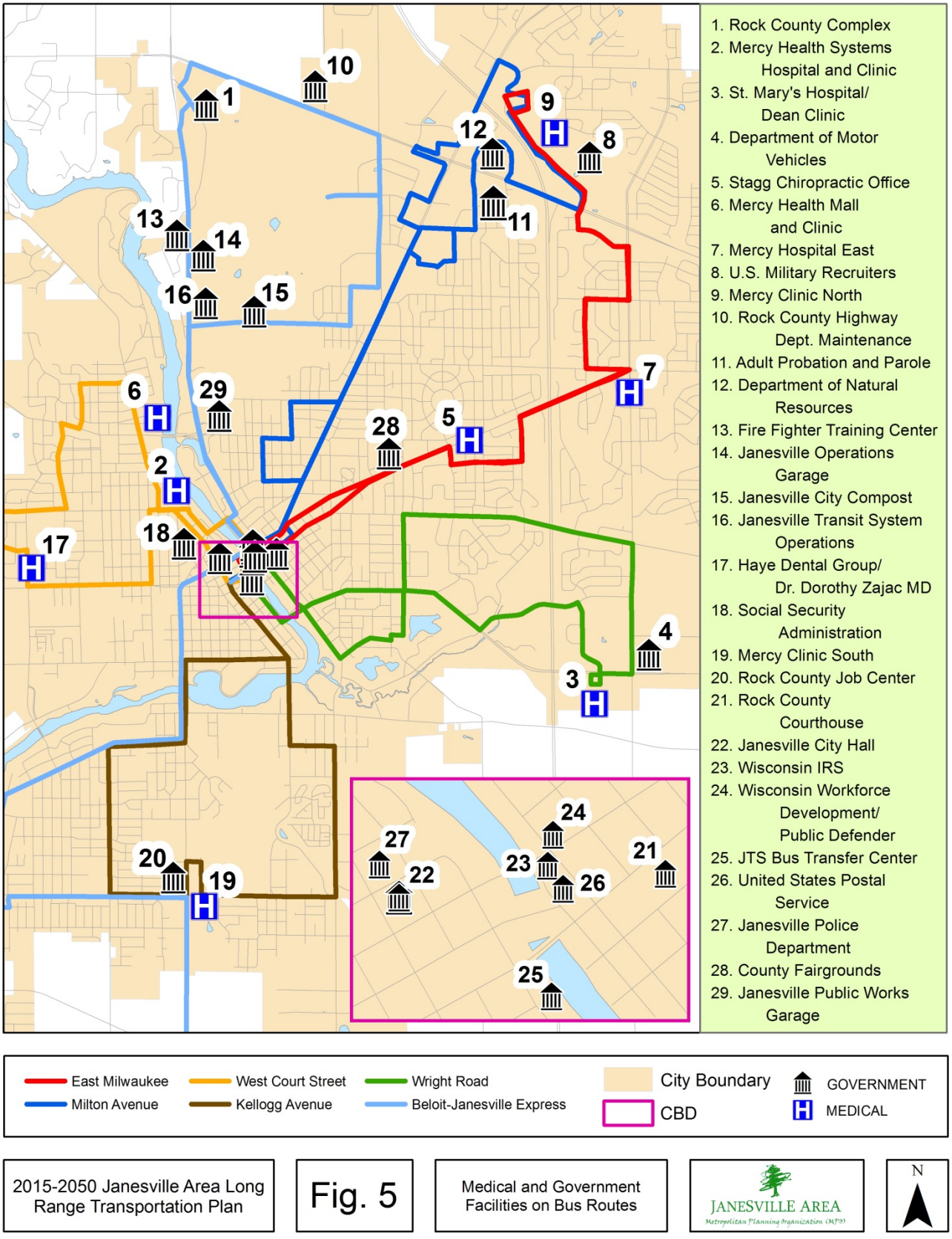
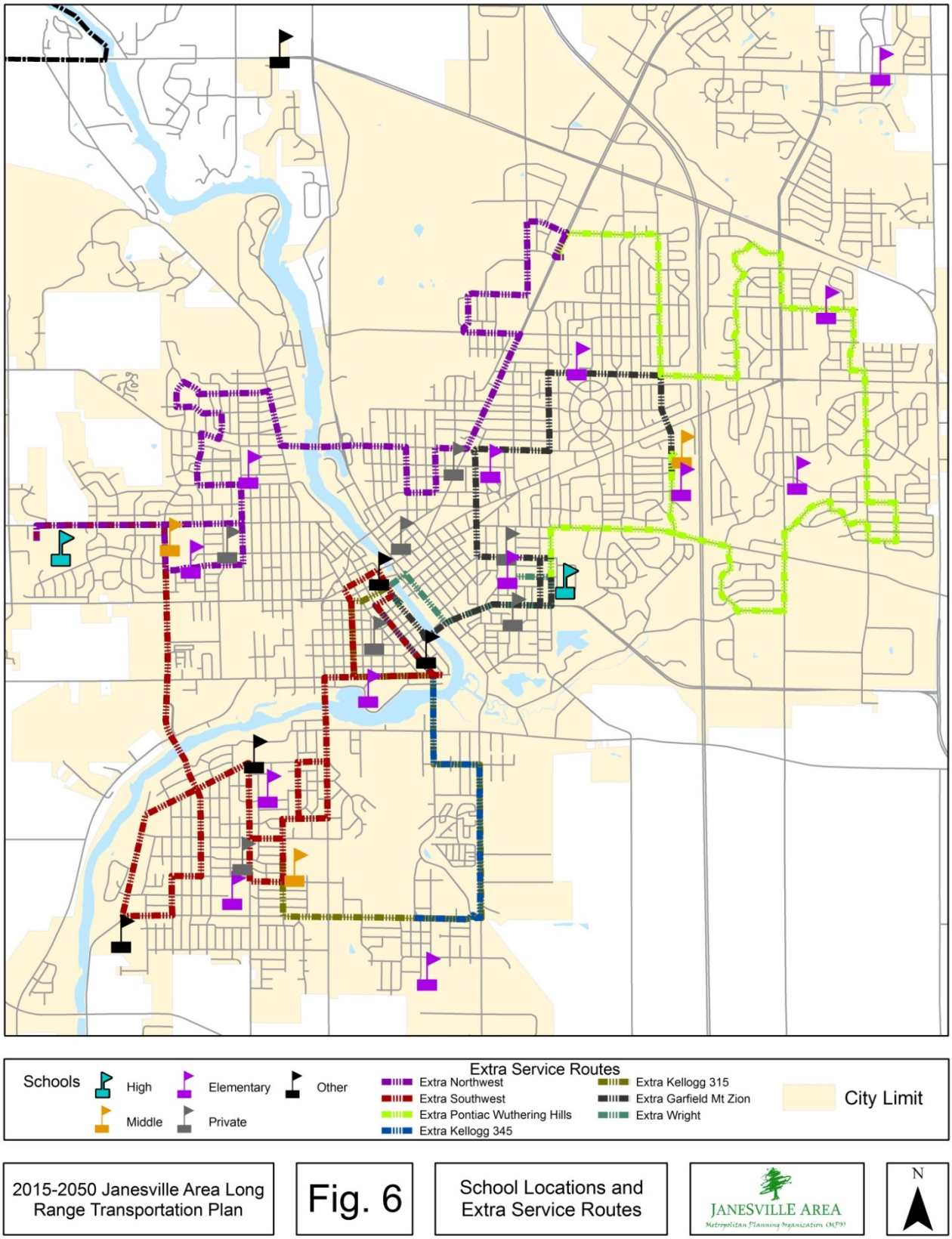


Figure 6: SCHOOLS AND EXTRA SERVICE ROUTES



Revenue and Expenditures

JTS finances are made up of its capital and operating expenses and its revenue sources. Operating expenses include vehicle operations and associated personnel costs, which represent the largest portion of operating expenses, costs paid for the paratransit operation, vehicle maintenance, non-vehicle maintenance and associated personnel and general administration costs. Vehicle operations are split into type of service: regular, tripper, and Nightside. Regular service makes up the largest single piece of the budget – 33%. When all fixed route services are considered together, they comprise 35% of the budget. General administration and maintenance together make up more than half (54%) of the total budget. Paratransit service costs only contribute 2% of the budget.

Table 4: OPERATING EXPENSE SUMMARY 2015

EXPENSE OBJECT CLASS	2015 Budget	% of Budget
General Administration	814,643	23%
Maintenance	1,101,682	31%
Regular Service	1,203,331	33%
Tripper Service	78,558	2%
Paratransit Service	66,627	2%
Nightside Service	150,524	4%
Janesville-Milton-Whitewater Service	185,562	5%
TOTAL OPERATING EXPENSES	3,600,927	100%

* Janesville-Milton-Whitewater (JMW) service was discontinued December 31, 2015
(Due to rounding, may not equal 100%)

Table 5 provides a summary of the 2015 revenue sources from the 2015 City budget. The largest single source of revenue is federal assistance – 31% of total revenue. Together all types of assistance contribute 81% of the total revenue. Farebox revenue makes up 14% of the total revenue and the BJE Sponsorship, Janesville-Milton-Whitewater Sponsorship (service discontinued December 31, 2015), and Advertising contribute 3%, 1%, and 1%, respectively.

Table 5**:** REVENUE SUMMARY 2015

REVENUE SOURCE	2015 Budget	% of Budget
Federal Operating Assistance	1,116,300	31%
State Assistance	895,200	25%
Local Assistance	907,262	25%
Farebox	501,719	14%
Advertising	25,000	1%
BJE Sponsorship	91,200	3%
Janesville-Milton-Whitewater Sponsorship	49,246	1%
Miscellaneous	15,000	0%
TOTAL OPERATING REVENUES	3,600,927	100%

* Janesville-Milton-Whitewater (JMW) service was discontinued December 31, 2015
(Due to rounding, may not equal 100%)

4. PUBLIC PLANNING PROCESS

The MPO Public Participation Plan (PPP), updated 2012, provides procedures for public involvement in the Long Range Transportation Plan (LRTP). The Transit Section has been prepared in accordance with the Public Participation Plan with additional public involvement opportunities designed specifically for this section. This plan utilized an on-board survey of riders to collect meaningful input from riders. Additionally, employment growth on the south east side of Janesville and multiple requests for service to the area prompted the MPO to develop a survey of businesses to gauge need for transit service. All of the comments and input are included in the Public Participation Appendix but the results are analyzed here as well as recommendations based on public input.

JTS Rider Opinion Survey

Executive Summary

In May 2015, the JTS bus service was surveyed as part of the public participation program to determine changes in ridership demographics and trip behavior since the last survey was conducted back in 2012. The Beloit-Janesville Express (BJE) was not survey due to similar on-board survey findings from previous years. The survey found that the introduction of the Youth Token Program has largely been a major success. Youth ridership has increased significantly and Youth Token payments were the highest percentage of any payment types in line with the higher than normal rates of youth ridership.

The JTS ridership demographics are strikingly different than that of the general Janesville population as a whole. The survey found that there is almost a perfectly inverse relationship between the population of Janesville, as a whole, and the JTS riders. Approximately half of Janesville earns more than $50,000 annually, while on the opposite end of the spectrum are JTS riders approximately half earning $10,000 or less annually. Differences within JTS ridership demographics exist with a majority of riders being of Caucasian descent, however, more than half of youth riders identified themselves as ethnic minorities or mixed race. Overall, a higher percentage of ethnic minorities ride the JTS system compared to the City as a whole. English is still the primary language amongst all riders, and consistent with the last survey.

An important aspect of JTS is how well it meets the demands and needs of its riders. For youth, JTS is primarily used to get to school, while for adults it is primarily to get to a worksite. A higher rate of ridership utilizes the JTS 10 or more times per week compared to the 2012 data. The distance traveled for riders to reach the bus, and from the bus to their destination, are within a reasonable walking distance. The survey also found that riders are utilizing bus drivers as their primary source of JTS information. High rates of ridership have access to various online peripherals such as PC from home or school, cellphone and tablets. The development of online applications (Apps) to access JTS information is necessary going forward into the future to provide easy access to information. Additional improvements requested by riders includes adding Sunday service (highest amongst adults), and on-time routes (highest amongst youths).

Survey Format

The detailed survey asked respondents for information regarding the trip being taken when the survey was handed to the passenger. These questions included origin and destination, how the bus was accessed, the purpose of the trip, and how the fare was paid. In addition, passenger characteristics were recorded to categorize the travel characteristics and the demographic and socioeconomic characteristics of the respondent. Again, the Beloit-Janesville Express was not surveyed for this study due to similar on-board surveys conducted on the routes within the past year. Those results are summarized within this report for comparison purposes. A total of 191 surveys were completed by JTS riders during the survey period. The survey instrument is located in Appendix X.

Sampling Plan and Results

The MPO and JTS conduct a comprehensive on-board survey effort every five years as part of a Transit Development Plan, with the last survey conducted in 2012. The methodology for these studies requires all trips to be surveyed over the course of one or more days. Results for trip purpose, satisfaction with services, and desired improvements have varied little over the years. The survey conducted in 2015 was primarily intended to gather information about how riders access information. In order to reduce workload, a stratified sampling plan was developed for the JTS on-board survey in order to maintain representation of key subgroups in the broader population.

According to the stratified sampling plan:

- All regular and night routes were sampled.
- For regular daytime routes, an equal number of am and pm trips were sampled.
- A selection of extra service routes sampled. Trips sampled were geographically distributed to represent all areas of the City.
- Each route was sampled during a typical weekday.

Because weather events have an impact on travel behavior, a range of dates spanning May 19-21 were selected to ensure possible impacts of weather events were mitigated as much as possible. The sampling plan calls for 100% sampling of passengers on sampled transit trips. This means each boarding passenger is offered a survey. Riders who completed a survey on another trip are not asked to take another survey.

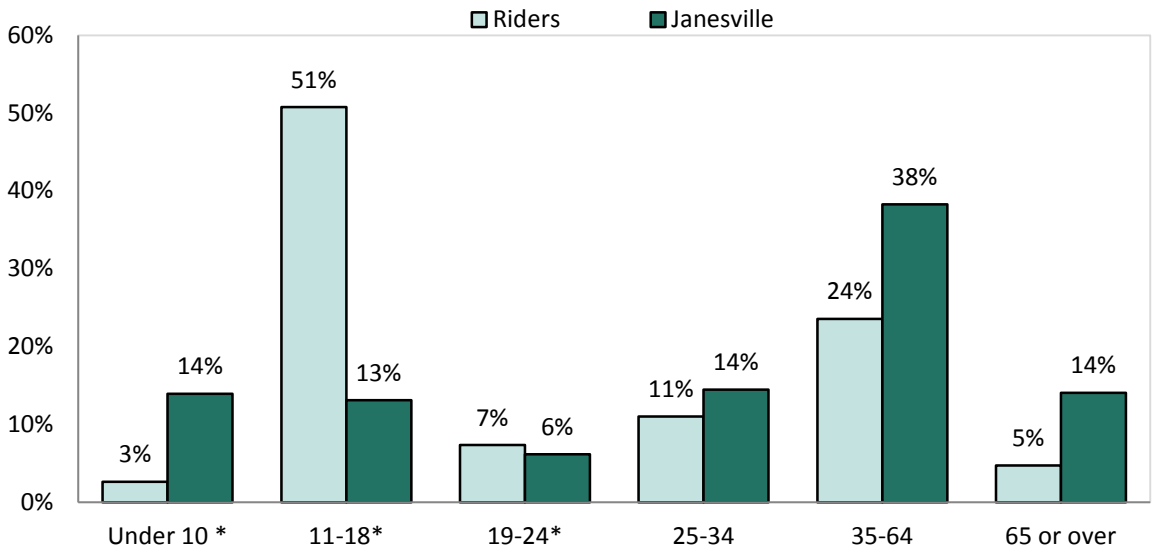
The results of the survey indicate that the sampling plan probably oversampled the youth population. Surveyors sampled 10 of 108 regular trips, 3 of 12 nightside trips, but 6 of 12 extra service routes that primarily serve middle and high school youth. Because of this error, the following analysis separates youth responses versus adult responses for comparison.

Age

Youth between 12 and 18 years old made up approximately half of all respondents as shown in Figure **7**, which is significantly higher than the total percentage of the population in the same age group living in the City of Janesville. That age group more than doubled its respondent percentage between 2012 (21%) and 2015 (51%). A breakdown for age groups “19-24” and “25-34” are consistent with the 2013 Census. Similar to the 2012 report, the largest percentage of respondents were school age respondents in middle schools, high schools, and colleges (ages 11-24), with approximately 61% of all respondents (including the age group “Under 10”). Responses from age groups “Under 10” and “65 or Over” were

significantly below that of the City. The high numbers of respondents from the "11-18" age group may be due one or more factors. The disproportionate number of respondents in the "11-18" age group might also be attributed to the introduction in 2013 of the Youth Token Program that provides half fare rides to middle and high school youth, likely impacting youth ridership.

Figure 7: RIDERSHIP AGE RELATIVE TO THE CITY OF JANESVILLE



** Age groupings on survey do not align exactly with Census age groupings, therefore survey groupings were estimated*

Sex

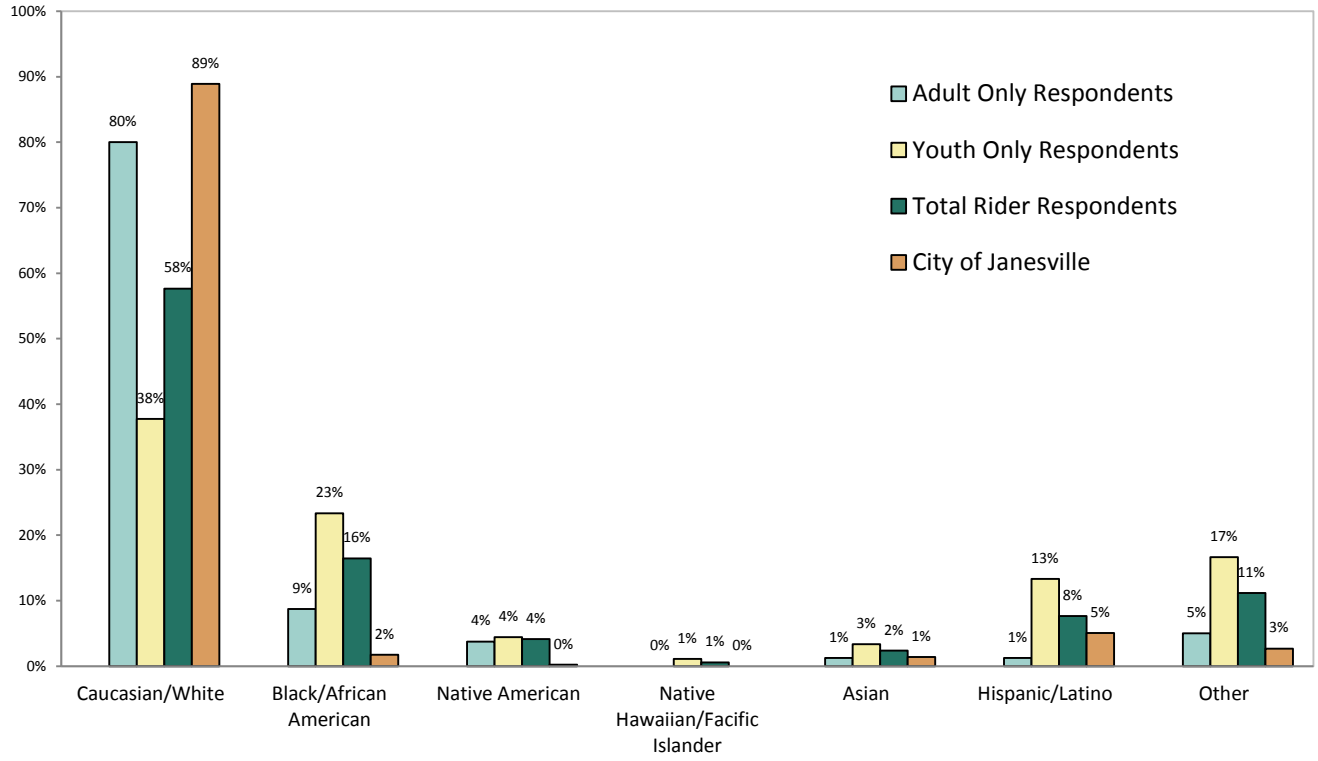
The survey found that respondents are disproportionately female with 64%. The response rate of females is higher than the Census female population (51.1%). In contrast, the BJE (a regional bus route) have 53% female riders which is a much closer representation of the Census female population.

Ethnicity and Race

JTS riders are more racially/ethnically diverse than the City as a whole, and much of the diversity is among younger riders. Figure 8 indicates that the majority of respondents are Caucasian/White (58%), a 9 percentage point decrease from the previous 2012 report, and significantly below the City average of 89%. Black/African Americans and Hispanic/Latinos accounted for 16% and 8% of respondents, the second and third highest ethnicity response rate, while only making up 2% and 5% of the total City population. Some respondents also chose multiple races or indicated "Other" and described multiple races.

Comparing Adults (over 18) versus Youth (18 and under) show a difference between age group and ethnicity. 80% of Adults identified as Caucasian/White but only 38% of Youth identified as Caucasian/White (Figure 8). Youth ethnicity respondent rates were higher for all ethnicities, except for the ethnicity "Caucasian/White". The finding suggests riders are still predominantly Caucasian/White, but a majority of youth riders are ethnic minorities (62%).

Figure 8: BREAKDOWN OF ETHNICITY OF RESPONDENTS ANDTHE CITY OF JANESVILLE



Primary Language

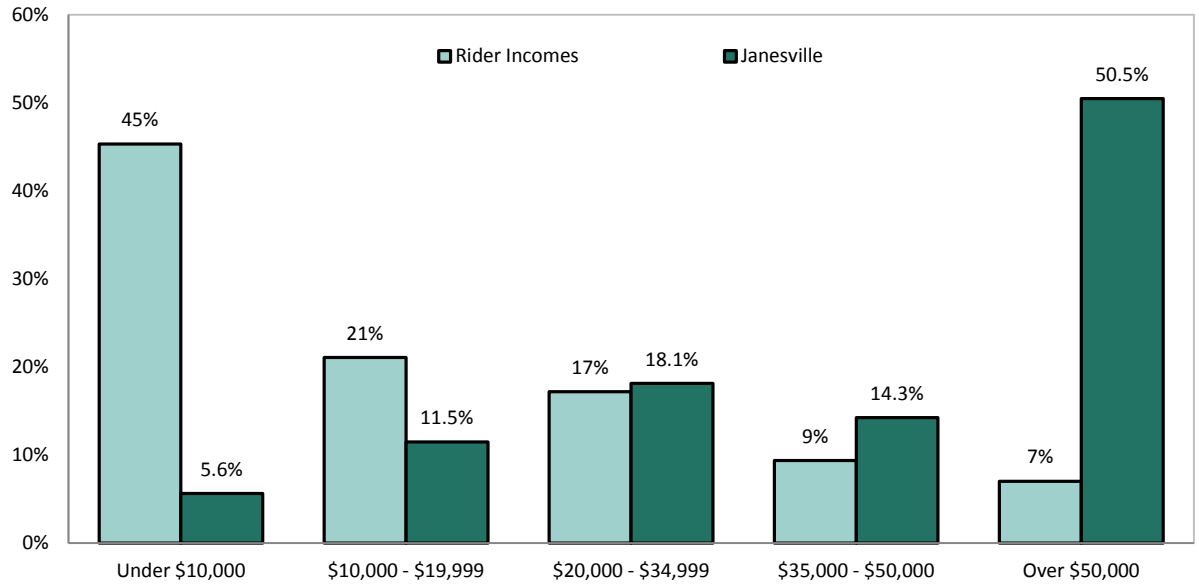
The majority (95%) of respondents speak English as their primary language. Two respondents (1%) indicated that Spanish is their primary language, and 5 respondents (3%) selected "other" as their primary language specifying they are bilingual speaking both English and Spanish. An additional 2 respondents (1%) indicated "Other" as their primary language. These results are consistent with the 2013 Census in which English is the primary language at home (94%).

Total Annual Family Income

JTS riders, on average, have much higher rates of poverty than that of the City of Janesville as a whole. Figure 9 shows approximately 45% of JTS respondents had a total annual family income of under $10,000, and 21% of respondents indicated they have a total annual family income between $10,000 and $19,000. The response rate shows that over half of all JTS respondents are at or below the poverty line. A comparison with the 2012 Transit Development Plan indicates that respondents' total annual family income has improved by 7 percentage points. Respondents indicated that there was a decrease of 8 percentage points for income range under $10,000 from 53%, while all other ranges increased marginally between 1 and 3 percentage points.

Total annual family income comparisons with the 2013 Census show the disparity between Janesville, as a whole, relative to JTS riders. The graph (Figure 9) shows the disparity with an almost perfect inverse relationship between the income levels of the City of Janesville and JTS riders. Furthermore, half of the Janesville population earns a total annual family income of over $50,000, while JTS riders represent the opposite end of the spectrum with almost half earning less than $10,000.

Figure 9: RIDERSHIP TOTAL ANNUAL FAMILY INCOME RELATIVE TO THE CITY OF JANESVILLE



Bus Access and Exit

Most riders walk to the bus from home, and then to their destination. The average transfer rates for a trip (one-way counts as one trip) do not exceed the JTS goal of 30% or less. Automobile make up only 4% and 1% of all respondents accessing from and exiting off into an automobile. This suggests that riders of the JTS bus system are largely transit dependent.

Table 6: ACCESS ONTO AND EXIT OFF OF BUS

Access onto bus from		Exit off of bus to	
Another Bus	27%	Another Bus	30%
Automobile	4%	Automobile	1%
Walked	67%	Walk	68%
Other	3%	Other	2%

The maximum distance a person reported walking to get to the bus was 15 blocks but the average was 2.7 blocks. The maximum distance a person reported walking from the bus to their destination was 16 blocks but the average was 1.9. The JTS system can assume that for the majority of respondents, the bus stops allow riders to access buses within short walking distance and the majority of destinations are within reasonable walking distances.

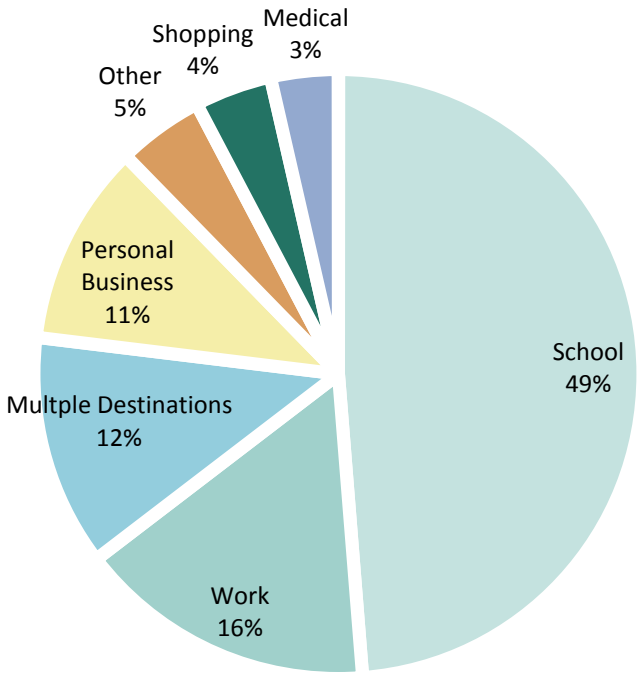
Table 7: DISTANCE TO ACCESS ONTO BUS AND EXIT OFF OF BUS TO DESTINATION

Access onto bus		Exit off of bus	
Walk block(s) Low	0	Walk block(s) Low	0
Walk block(s) High	15	Walk block(s) High	16
Walk block(s) Mean	2.7	Walk block(s) Mean	1.9
Walk block(s) Median	2	Walk block(s) Median	1
Walk block(s) Mode	1	Walk block(s) Mode	1

Trip Purpose

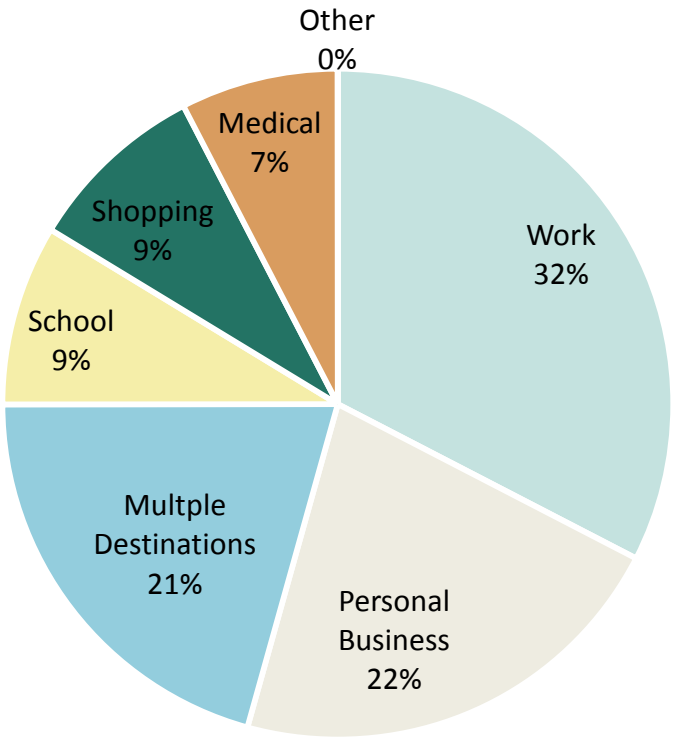
Figure 10 shows an overwhelming number of respondents indicating school as their primary destination with a response rate of 49%, almost doubling that of the previous report. School was followed by work (16%), multiple destinations (13%), personal business (11%), shopping (4%), medical (4%), and other (3%). Multiple destinations were any combination of school, work, personal business, shopping, and medical. Respondents who indicated "other" and provided a primary destination indicated "Home" and the "Boys and Girls Club" as the destination. (There were 9 respondents who chose "other", 4 indicated "home" and 4 indicated the" Boys and Girls Club".)

Figure 10: RESPONDENT TRIP PURPOSE OR DESTINATION



If youth are taken out of the aggregated responses, school as the trip destination is reduced to 9% (a 39 percentage points change), with work replacing school as the primary destination of choice by respondents with 32%, as seen in Figure 11. Work is followed by personal business (22%), multiple destinations (21%), school and shopping (both at 9%), and medical (7%).

Figure 11: RESPONDENT TRIP PURPOSE OR DESTINATION (WITHOUT STUDENTS 18 AND UNDER)



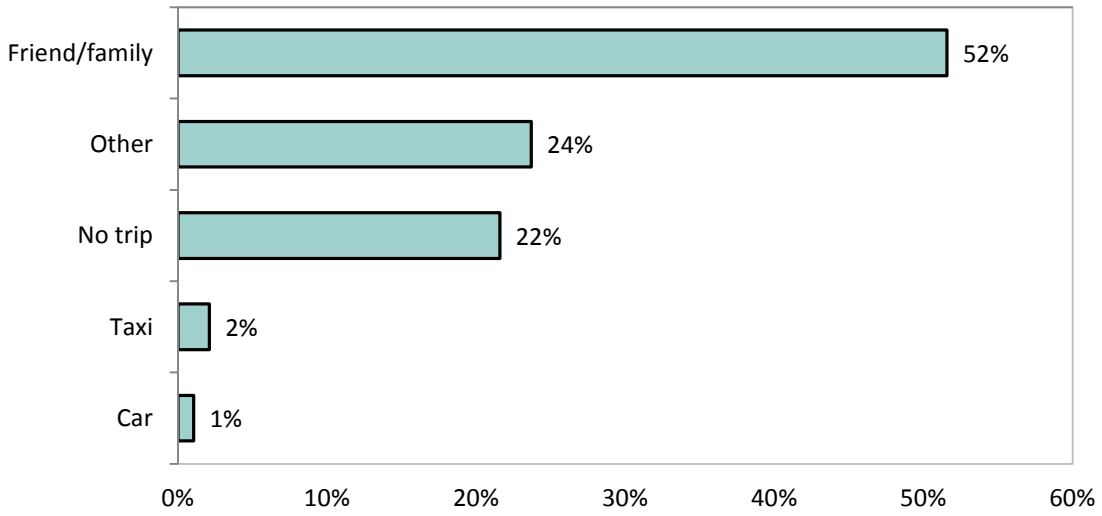
The JTS system respondents utilize the bus system as a mode of transportation to access work or educational institutions, with a combined response rate of 64% of all riders (41% when isolating for Adults over 18 from the aggregated responses). Of the total respondents who indicated multiple destinations, work or school was included in 9 of the 24 multiple destination choices (38%) who specified destinations.

School (32%) is the primary trip purpose for individuals riding the BJE, with work (27%) a close second.

Alternatives to Bus Services

The on-board survey asked respondents how they would complete their trips without the JTS bus service. The majority of respondents (52%) indicated they would ride with a friend or family member. "Friends and family" were followed by "Other" (24%), "Would not make the trip" (22%), "Taxi" (2%), and a "Car" (1%). Of the respondents who chose "other", they indicated walking and biking as their preferred mode of transportation. (There were 45 "other" responses, with 38 choosing to walk and the remaining 7 biking. Walking would have represented 20% of alternative modes of transportation, ranking 3rd behind "Would not make the trip".)

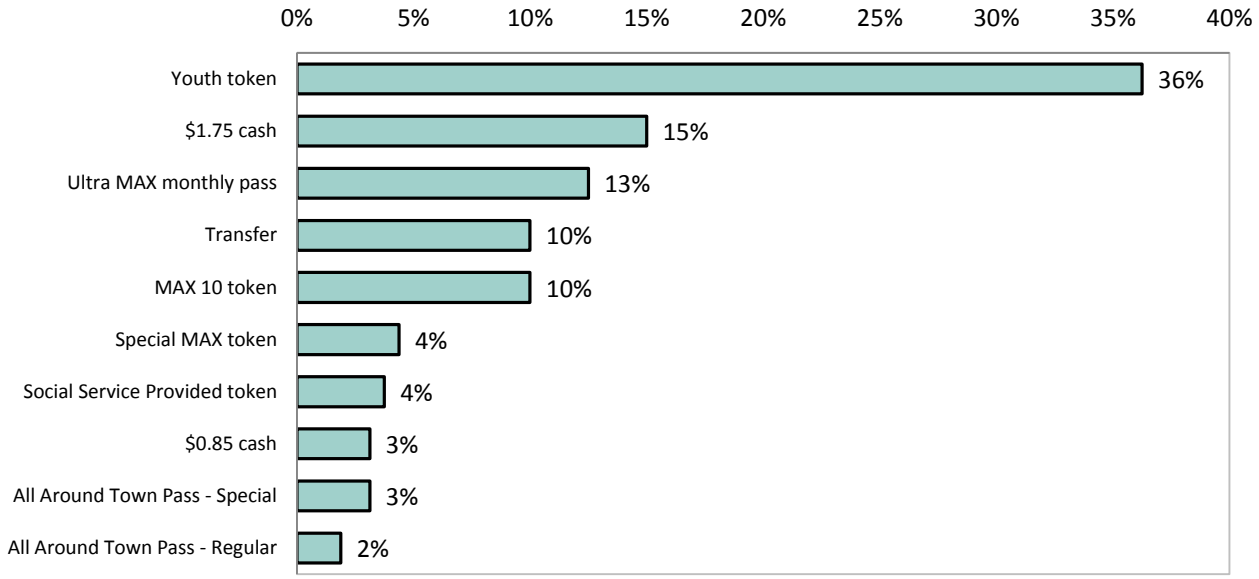
Figure 12: METHOD OF TRAVEL IF BUS NOT AVAILABLE



Fare instrument

Figure 13 shows that youth tokens were used as the primary payment type for 36% of respondents; double that of the second most utilized payment type, $1.75 cash (15%). This is consistent with the rest of the 2015 on-board survey with an increase in youth ridership possibly from the introduction of youth tokens in 2013. Withholding youth token from the data, the 2015 on-board survey is fairly consistent with the 2012 report with a majority of payment types within 1 percentage point, and only bus transfers showing a significant change. Respondents utilized bus transfers 10% of the time, an increase of 6 percentage points or a 150 percent increase in bus transfers since 2012. (Withholding youth tokens, bus transfers increased by 12 percentage points, or a 300 percent increase in transfers since 2012.)

Figure 13: JTS BUS SERVICE RESPONDENT PAYMENT TYPES

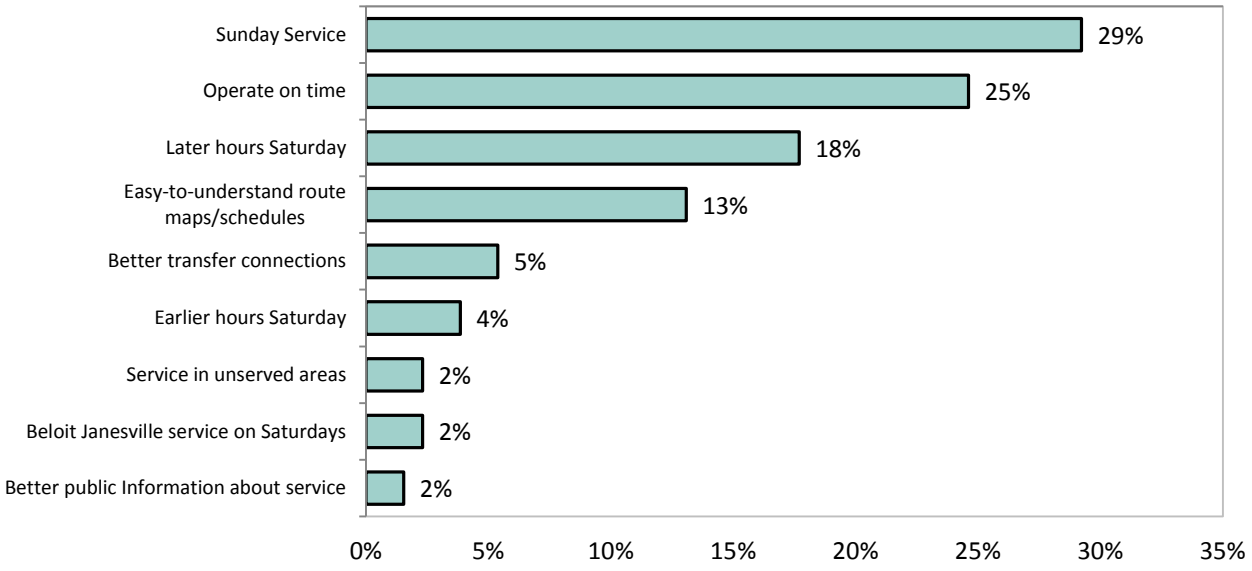


Most desirable JTS Improvements

Respondents indicated that the two most desirable improvements to the JTS Bus system are to have Sunday bus service and to operate on time with 29% and 25%, respectively as shown in Figure 14. The previous study omitted Sunday service as an available choice and still received 6% for the open ended comments. The third and fourth most desirable improvement was for later hours on Saturday and an easier to understand bus route maps and schedules with a respondent rate of 18% and 13%, respectively. The remaining respondent rates for JTS improvement are between 2% to 5%. The report omitted respondents who selected multiple improvements (39) in order to better understand the most desirable improvements of respondents.

Isolating student respondents (18 and under) from the data, responses were fairly consistent across all responses except for operating on time and Sunday service. Sunday service respondents increased to 50% (a difference of 21 percentage points), and operating on time decreased to 6% (a difference of 19 percentage points). Overall, the removal of youth responses reveals that the 2012 and 2015 are fairly consistent with respondents' desires on improvement. The introduction of the youth token, increasing youth ridership to and from school, most likely have increased ridership desires for program improved on-time bus service, and easier to interpret maps and schedules.

Figure 14: MOST DESIRABLE IMPROVEMENT TO JTS



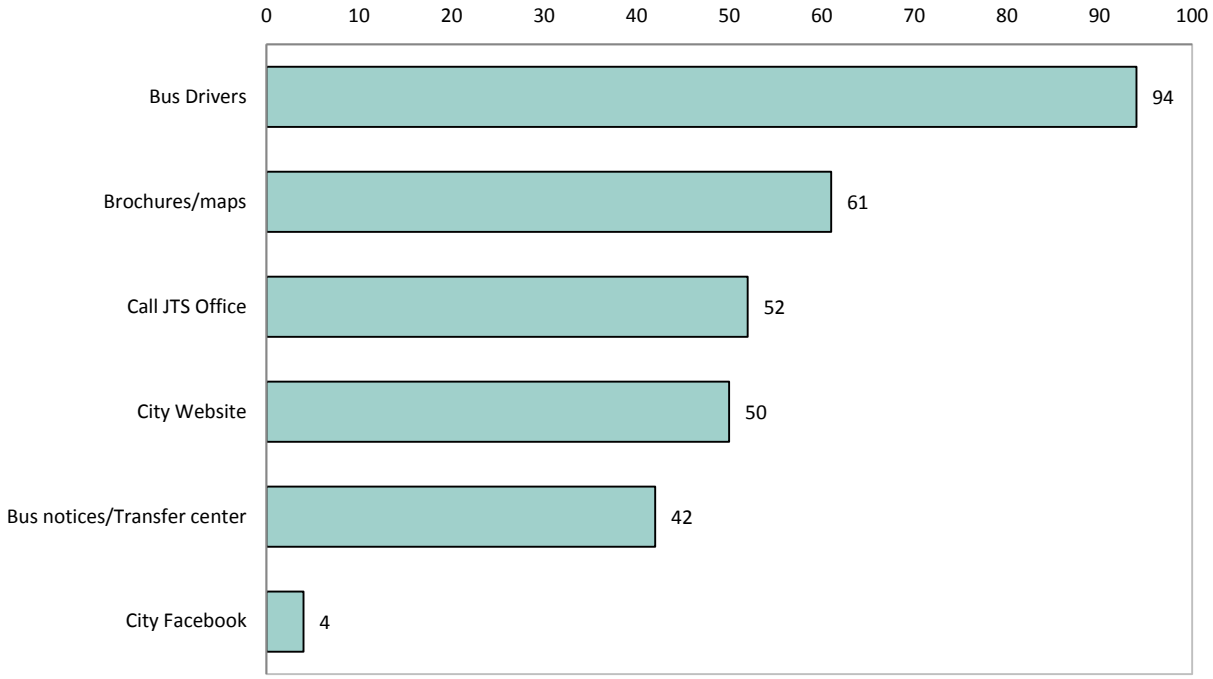
Ridership Increase from JTS Improvements

Of those who elected to answer the most desirable JTS improvements, and whether these improvements would increase ridership frequency, 88% would increase their usage of the bus service. The respondent rates are consistent with the 2012 report within 5 percentage points.

Accessing JTS Information

Riders access JTS information utilizing a variety and multitude of methods. The survey provided multiple ways in which to access service information and respondents were able to check multiple options. The most common method of gathering information is interaction with bus drivers with 94 responses (Figure 15). Brochures and maps was second (61 responses), followed by calling the JTS office (52 responses), bus notices or bus transfer center (42 responses), City Website (50 responses), and the least utilized method to acquire information was the City Facebook page (4 responses).

Figure 15: HOW RIDERS ACCESS JTS INFORMATION

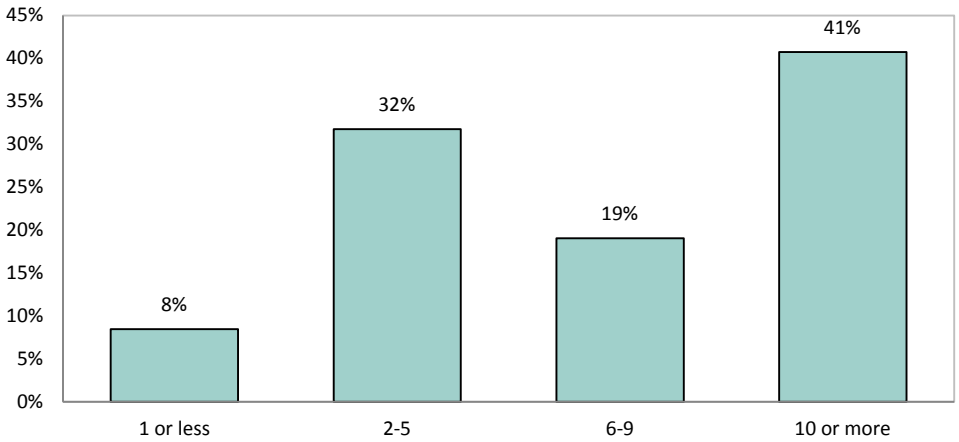


Ridership Frequency

Riders were asked how often they ride the bus on a weekly basis and 41% of respondents utilize the bus system 10 or more times a week, an increase of 16 percentage points from 2012. Respondents who use the bus 2 to 5 times a week dropped 11 percentage points from 2012 to 32%.

The introduction of the youth token program appears to have had very little effect on ridership frequency. Separating adult and youth responses showed that the youth token did not have a significant effect on the frequency behaviors of the respondents.

Figure 16: RESPONDENTS NUMBER OF WEEKLY ONE-WAY TRIPS



Overall, 92% of all respondents frequent the bus service on a weekly basis. Since the 2012 report, there has been an increase of 5 percentage points in ridership frequencies.

Online Accessibility

Online access was asked of respondents to better understand the source types of multimedia, peripherals, and institutions that JTS can develop to further provide accessible information about its services to bus system users. The on-board survey provided respondents with 6 multiple choices (Personal home computer, School, Library, Work, Smart devices, and No internet access) to determine online accessibility.

Of the 191 surveys, 121 responded to online access with a smart device (63% of all respondents). Personal home computers had 80 responses, 66 for school, 49 for library, and 6 responses for at work. Only 25 respondents had no online accessibility. To better understand respondents' sources of online access, surveys with multiple choices were grouped as "multiple" to delineate those from respondents who provided a single choice, and from those who had no online access. The findings show that 46% of all respondents had multiple sources of online access, and another 41% had at least one source, with an aggregated total of 87% of respondents able to access online. Only 13% of respondents were not able to access online. Isolating for adults (over 18) only, show that 25% have no online access, 44% have a single source, and 31% had multiple sources of online access. Even with the higher percentages of no online access for adults, 75% of all adults still had a source of online access. This is comparable to the 2013 Census estimate for Rock County in which 72% of households have broadband access.

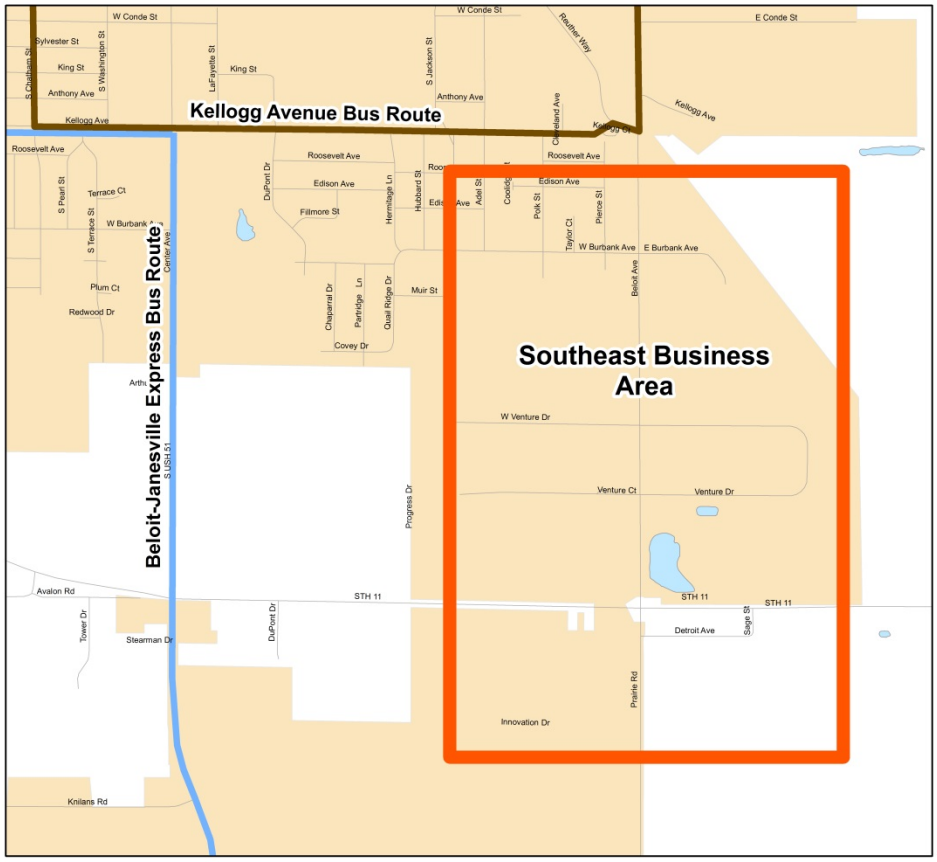
Only 3% of youth had no access. 34% had a single source, and 63% had multiple sources of online access for youth. When isolating youth from adults, the youth have significantly greater access to the internet than adults.

The survey supports the goal of JTS and City administration to invest in online tools such as Google Maps. JTS should continue to support smart devices with the development of mobile JTS applications and the investment in next bus technology. This is in line with the trend of cell phones utilized as multimedia platforms.

South East Business Survey

Significant growth and development of the south east side industrial park in Janesville and several requests for service to the area prompted the MPO to study potential demand for new service. A business survey was conducted on the south east Janesville businesses to evaluate the businesses' employee transit needs. Twenty-nine surveys were mailed to businesses and eleven businesses completed and returned the survey. The eleven businesses represented a total of 527 employees, 521 full-time and six part-time.

Figure 17: SOUTHEAST BUSINESS AREA



Hiring was a problem for only 3 of the 11 businesses. The two businesses who responded with hiring issues were mid-size businesses employing 20 to 50 employees. Of those three businesses, two responded that the lack of public transit to and from the worksite was a major factor. An additional business, employing 150 employees, acknowledged the lack of public transit impacts their ability to attract potential high performing employees.

Many businesses indicated that potential employees have many transit issues. One business indicated individuals ask about bus service at job fairs. Another indicated that interviews are not possible due to lack of transportation to the interview site. Two businesses indicated that employees may be

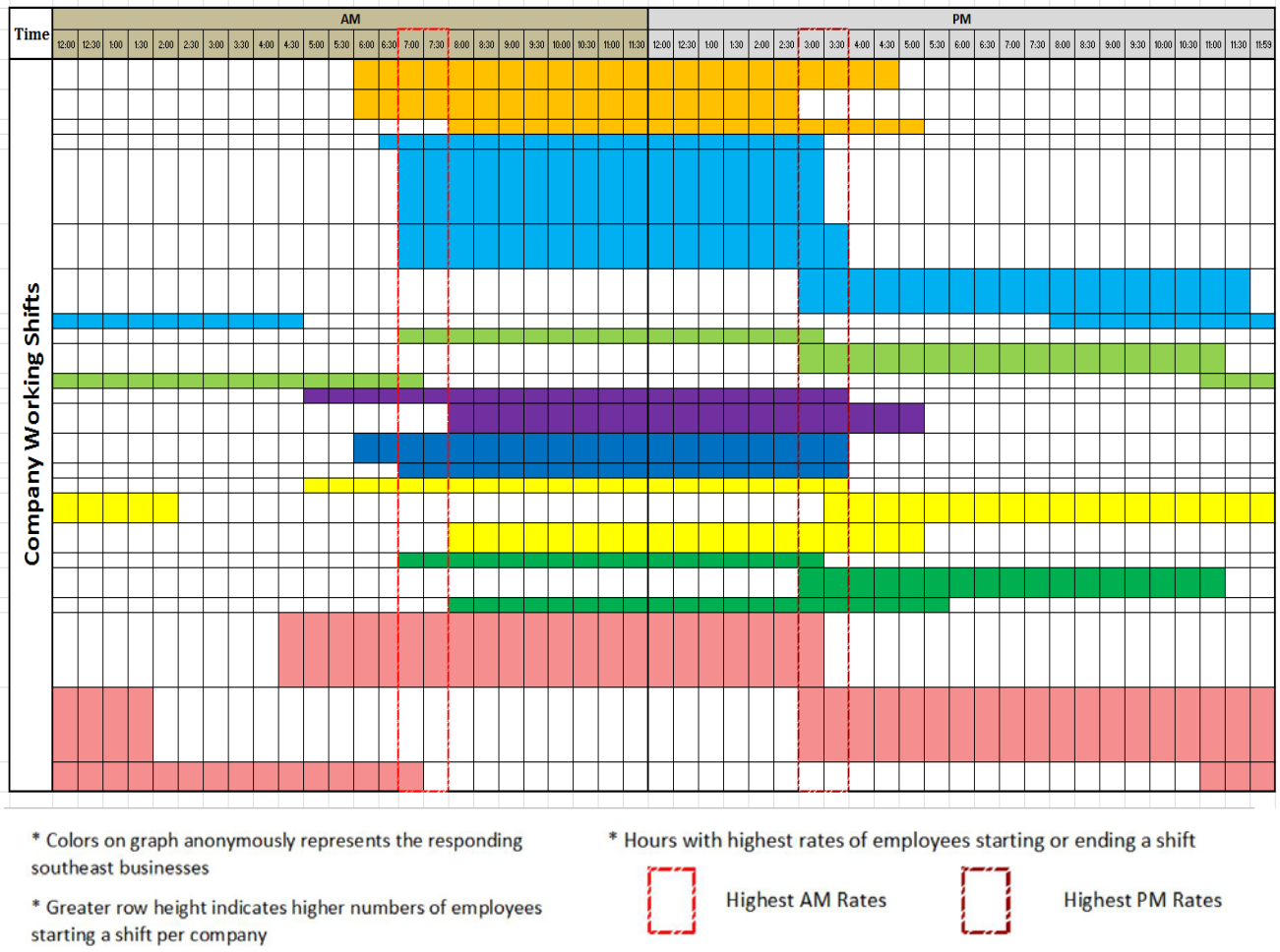
terminated due to poor attendance from lack of reliable transportation. Additionally, another business acknowledged the need for early 4:30 am service, and believes that their employees would greatly appreciate and be positively impacted by direct transit to the work site.

Businesses were asked when transit service would be most beneficial to their respective company. The majority of respondents indicated that bus service would be most beneficial during peak hours. Only one responded with all day hourly service. Night bus service was needed by only 2 businesses, with an additional 3 selecting "maybe". Five indicated that no night bus service was needed. Overall, 8 of the business respondents indicated that bus service to the southeast businesses would be beneficial with responses of "very" and "somewhat" useful, compared to 3 who responded with "not at all".

Businesses were asked to rate on a scale of 1 to 5, with 1 being not important and 5 being the most important, of 4 questions related to transit: 1) Importance of transit to the worksite, 2) Importance of transit to employees, 3) Will current employees utilize public transit to work, and 4) Importance of transit to hire and retain workers. Overall, businesses responded with a 2.4 rating across all the questions suggesting that there may not be as strong of a need for public transportation. Businesses did indicate with an average response rate of 2.7 and 2.8, respectively, for "Importance of transit to the worksite" and "Importance of transit to hire and retain workers". The "Importance of transit to employees" and "Will current employees utilize public transit to work" had the lowest average rating respectively with 2.0 and 2.2. The survey also found that businesses who employ larger numbers of employees value public transit more than those with fewer employees. (The two highest overall rating was 4.5 and 3.25 and respectively employed 42 and 35 employees. The two responses with the lowest overall rating each had 1 and both employed less than 10 employees.) The results suggest that companies understand the transit needs and challenges of the community and potential employees, however, many businesses believe that their current employees are less dependent on public transportation.

There are fluctuations among businesses' employee shifts throughout the day. The chart (Table 8) shows that there are two main clusters of employees starting and ending, or a combination of both. There are a high rate of employees starting or ending their shifts in the morning between 4am and 9am. This five hour period contains 71% of the entire workforce from the respondents. The highest rate is between 7am to 8 am with 133 employees starting a shift (36% of the AM shift workers) and 29 workers ending a shift (21% of all workers ending in the AM).

Table 8: 24 HOUR GANNT CHART OF SOUTHEAST JANESVILLE COMPANY WORK SHIFTS



For ending shift times, other than the periods between 3pm and 4pm, there are fluctuating ending shift times with fairly low numbers of employees ending their shifts. This is probably due to the high number of employees ending their shifts between 3pm and 4pm.

There is no immediate plan to serve the south side industrial area. However, there is some need for service based on a selection of surveyed employers. This area and other areas will require further analysis in a future TDP to determine if the employment density meets a minimum threshold to justify the expenditure necessary to add service. In addition, the TDP process is better suited to analyze the cost benefits of various route alignments and other alternatives such as deviated routes and shared ride taxi service, to serve high growth areas in the future. Recommended next steps to study service to the area are included in the Implementation section of this chapter.

5. TRANSIT ISSUES

The goals and objectives of JTS identify the community's expectations for transit service and the general direction that the system proposes to take over the long range planning period. The strategies designed to accomplish these goals are shaped by several land use, funding, and political issues facing the Janesville urban area. A larger transit issue relates to the shifting demographics of Janesville, the State and the Nation. With an increasingly older population that is living longer and beyond the ability to drive, there will be a need for transit service that addresses the needs of this segment of the population.

The funding needed to address these transit-related service needs is another issue in itself. As with most transportation investments, availability of funding will determine actual level of transit service in the metropolitan area. The greatest threat to maintaining or expanding transit is decreases in federal and state operating assistance and federal capital assistance. It is anticipated that by the year 2050, additional local funding, funding partnerships and fare increases will likely be needed to cover the potential decreases in state and federal operating assistance. Federal capital funding reductions may severely impact transit systems like JTS if funding levels under FAST ACT continue under the FAST Act. **This document proposes several options for dealing with funding reductions, but makes no recommendations regarding service.**

Expanded Days/Hours of Service in Janesville

Requests for expanded hours and days of public transit service within Janesville are the most common type of requested improvements, and these requests are expected to grow as Janesville's transit dependent population increases. The relative success of the Nightside evening route deviation service initiated in 2000 may provide a successful model for providing service to other currently unserved areas of the community. However, there may be other more cost effective ways to meet this need.

A complaint regularly expressed by transit dependent riders is that no viable taxi service exists in Janesville, and that what service is available is both unreliable and priced beyond the means of many transit dependent persons. This often means that when publicly operated transit does not operate, most of these citizens have no other option for travel. Given this perceived need, a potential alternative to provide service during evening and weekend hours would be for the City to establish a contracted shared ride taxi operation. This service would be eligible for state operating assistance and would be able to keep fares within reasonable range for low-income riders. While not capable of handling large volumes of passengers, shared-ride taxis could provide essential transportation during low-volume times and in low-density areas that simply are not feasible for the operation of regular buses.

While no exact duplicate of this system exists, there are two models currently in operation within Wisconsin that approximate this service. In the City of Appleton, Valley Transit turned over one part of its service area with low ridership on fixed-route buses to shared-ride taxis. The taxis provide basic transit service at an overall cost considerably less than buses, albeit at a higher per-passenger cost, and allow transfers to regular buses during their hours of operation. In the City of Racine, the absence of a viable taxicab service led that city to actually establish a city-operated taxi service to fill the void. The service operates 24 hours-a-day, seven days-a-week, and according to Racine officials has provided

transportation to an expanding number of citizens without the need to provide more expensive bus service during the overnight hours and on Sundays. Again, a careful study of actual need for service, and a financial and operating model for this service would have to be developed by the MPO before such a service could be seriously contemplated here.

Projected Ridership

Operating revenue and costs are directly related to ridership levels and service area. Factors that could affect JTS ridership over the planning period include fluctuations in the size of the school-age population, an increase in the number of senior citizens living in the city, and alterations to routes in certain areas due to funding constraints. Population projections by age group indicate that the highest percentage increases between 2015 and 2050 will be in the 45-55 and 75-80 age groups. The highest percentage decrease is projected for the 0-9 age group which should have minimal effect on JTS as the system has a small percent of riders under age 11.

A growing population interested in transit is the Millennial generation, that was supported by a recent study done by the WISPRIG Foundation. Younger people are opting to acquire their driver's license and vehicles later on in life, and have a greater desire for alternative transportation options as compared to previous generations. The study surveyed college graduates and found that a high percentage prioritize multi-modal transit options as one deciding factor in relocation. It was very important (84% response rate for either "very important" or "somewhat important") to have multiple transit options other than a car for travel. An additional 60% of respondents were "somewhat more likely" to stay in Wisconsin if there were alternatives to car travel. It is further supported by the Rockefeller Foundation and Transportation for America study that found just over half (54%) of surveyed millennials would consider moving to a city with more multi-modal options. With the millennial tendencies to value alternative modes of transportation as compared to the previous generation, it can be expected that ridership of millennials to increase with improved public transit options.

Historically, conservative ridership growth assumptions have been used (.6% annually) in long range plans. While demographic trends and shifting needs and preferences seem to indicate transit ridership could grow at a faster rate in the future, a conservative estimate will prevent revenue estimates from becoming overly optimistic. At 0.6% annual growth, JTS can expect to deliver approximately 511,854 unlinked passenger trips in 2015 and approximately 627,484 in 2050. Actual ridership levels could be tempered by the ability to provide transit service over a larger geographic area and the cost of providing service over a larger area. The benefits of extending the transit system into newly developed low-density residential and commercial areas at the city's fringe is counterbalanced by increasing operating costs and lowering efficiency. Future service areas will be determined based on the population density of the areas to be served. The financial ability to provide transit service will continue to be a pressing issue for the Janesville MPO administration to consider in the future.

Table 9 identifies the projected ridership for regular, tripper, and paratransit trips taken on the fixed routes. The projections in Table 9 assume that ridership levels will be maintained through the planning period.

Table 9: JTS PROJECTED RIDERSHIP

	2015-2020	**2021-2030**	**2031-2050**
JTS Regular and Extra Service	3,115,631	5,437,021	11,855,912
Average Annual	519,272	543,702	592,796
Paratransit	*24,842*	*33,942*	*46,989*
Average Annual	*4,140*	*3,394*	*3,133*
Total Ridership	**3,140,472**	**5,470,963**	**11,902,901**
Average Annual	**523,412**	**547,096**	**595,928**

Source: MPO 2015

Unserved Areas

One of these issues is residential and commercial expansion in areas not currently served by JTS regular route buses. Janesville's far northeast side continues to experience a high level of low-density residential development while commercial development continues to cluster along the Milton Avenue/USH 14 corridors. In addition, new light industrial development continues on the east side in the Wright Road/STH 11 area. In general, providing service to these areas increases operating costs and may require realignment of existing routes. The most recent operating changes were implemented after the 2012 TDP.

Other issues pertaining to Janesville include possible service needs for specific facilities such as major employers located on the south side to the south and east of existing bus service, another on the east side in the Highway 14 Industrial Park, and one north of I-39/90 on Milton Avenue . The Youth Sports Complex is also not served by JTS fixed routes.

There are several residential areas and employment centers at the perimeter of the city not served by JTS. As residential and commercial development continues in these areas, JTS is faced with the issue of whether or not to serve these growing areas. Areas forecasted to experience high household and employment growth through 2050 that are currently not served by JTS regular service routes or extra-service routes are indicated on Figure 18 and 19.

High household growth areas are primarily on the northeastern side of the City of Janesville extending to the City of Milton. High growth areas include the STH 26, Rotamer Road, and USH 14 corridors, the area north of USH 14 along Town Hall Road, and the area on both sides of the future extension of Wright Road north of Rotamer Road. During the planning period, moderate residential development is also expected to occur on the city's south and west sides. The majority of housing development on the south side is expected to occur north of Avalon Road and west of USH 51. Development on the west side is occurring along Austin Road and north of Mineral Point Avenue.

Figure 18: REGULAR BUS SERVICE AND HIGH GROWTH AREA MAP

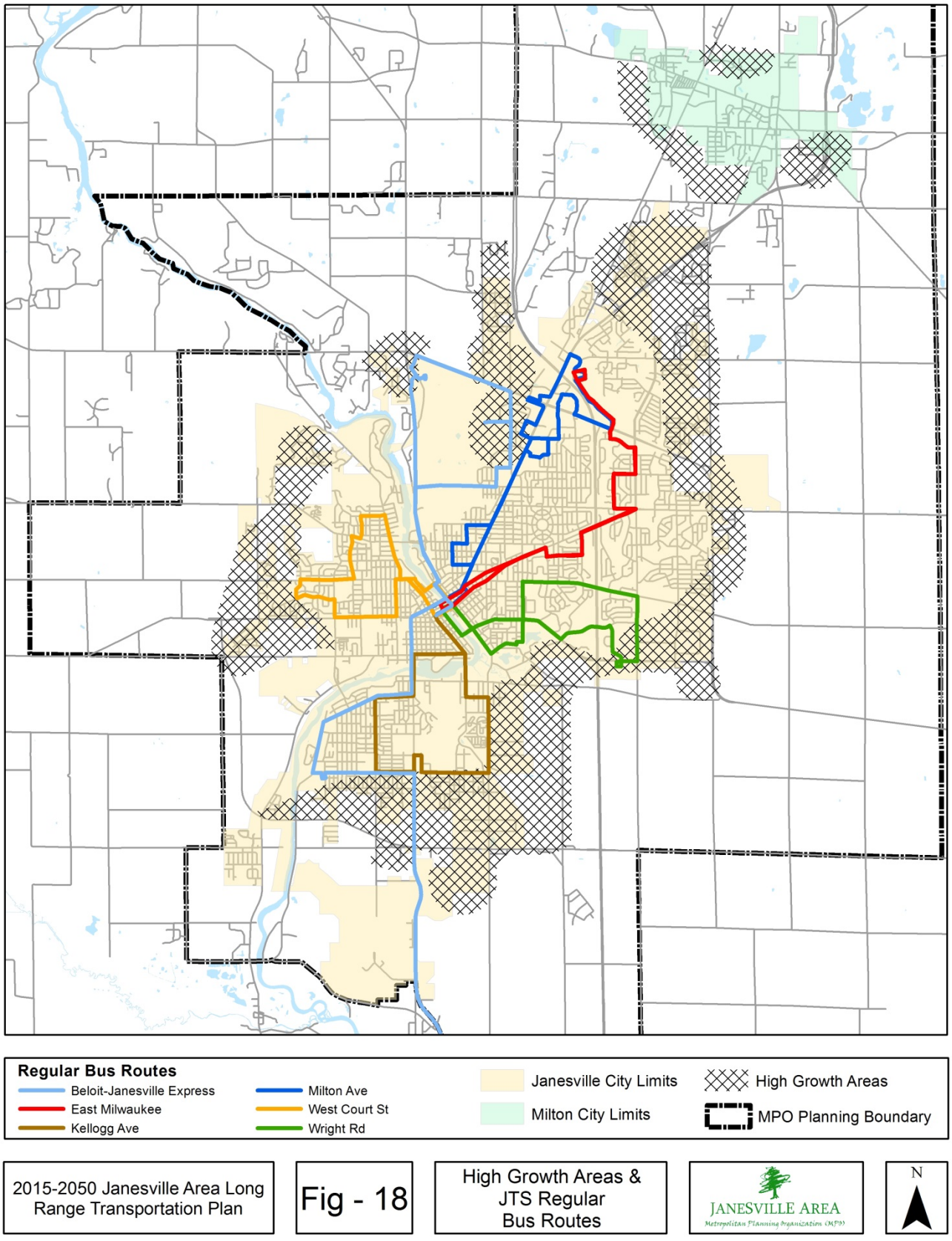
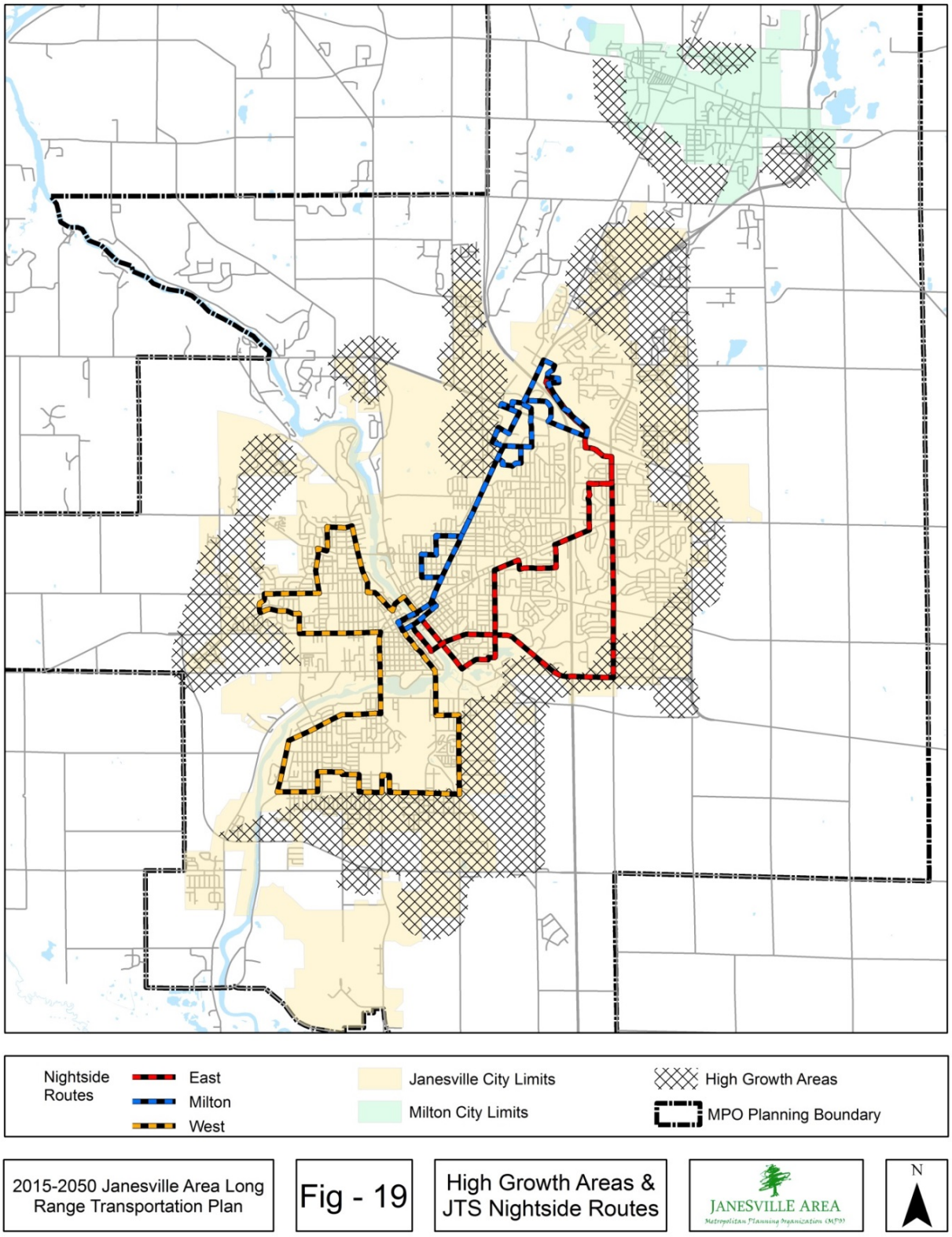


Figure 19: NIGHTSIDE ROUTES AND HIGH GROWTH AREA MAP



There are several areas experiencing high employment growth which are not currently well served by JTS transit. The south east side industrial park in the Venture Drive/Beloit Avenue area has several larger employers and the closest service to Venture Drive is the Kellogg route, which is roughly ½ mile away. As described in the public planning process section, business survey results indicate there is some need for transit service to these businesses. Demand for service is expected to grow as the south east industrial park develops with new and expanding businesses.

Regional Service Issues

At the present time, for persons without access to private transportation, regional and intercity travel possibilities to and from the Janesville planning area are limited. Van Galder Bus Company/Coach USA operates intercity service 7 days-a-week between Janesville and Madison, WI to the north; and to South Beloit, Rockford, and various locations in the greater Chicago, IL area to the south. Certain area residents working in the Madison, WI area are able to use a state government sponsored vanpool service between Janesville and the greater Madison area for work trips on weekdays. Finally, JTS and the Beloit Transit System (BTS) provide the Beloit Janesville Express service on weekdays between the two cities. However, since Greyhound Lines, Inc. suspended intercity bus service to Janesville in August, 2004, there is no comprehensive integrated intercity transportation service available to residents of the Janesville planning area; and no regional transportation for those without access to a private vehicle except the occasional taxicab. As Janesville continues to grow over the planning period, these needs will become more acute.

Over the life of this plan, it is anticipated that a conservative approach will continue to transit service. Any future service expansions will occur as the result of a response to critical documented needs not being met by the current system, the application of innovative or new financing means and sources being found to underwrite the cost, and service-delivery methods that may potentially go outside the boundaries of what has been traditional in this area. What follows is a summary of possible additional transit services that could become justifiable and be considered critical enough to warrant funding and operation over the life of this plan. These are not presented in a priority of need or rank order of importance or ability to attract funding.

> **Expansion of Beloit Janesville Express Service.** Since increasing to hourly service in 2000, the Beloit-Janesville Express (BJE) has attracted an increasingly diverse ridership, and in particular, a number of persons riding between the cities for job-seeking and employment. In addition, the two post-secondary educational institutions served by the route both conduct evening classes, specifically targeted at non-traditional students who work during the day. With the current BJE operating only during the day on Mondays-Fridays, there has been increasing interest shown in customer surveys as well as informal contacts with both transit systems in Janesville and Beloit, in expanding the coverage of this service to evenings and Saturdays-Sundays to increase the ability of persons without access to an automobile to travel between the cities to access jobs, education, and personal business. At present, the funding consortium of nine institutions which supports the service has recognized that need for expanded service exists, but funding constraints have prevented it from consideration. It is likely that any further BJE service expansion will necessitate additional involvement by existing funding partners, or finding additional partners to join the existing funding consortium. Finally, while the Beloit Transit System has investigated night service in that community, it has

not been able to secure adequate funding to bring that service on-line; preventing a service expansion into the evening hours for lack of connecting routes in Beloit after 6:00 PM.

Janesville Milton Whitewater Innovation Express (JMW). The potential for service to Milton and Whitewater was identified back in the mid 2000's and an in depth feasibility study was completed in 2010 indicating demand for service existed. The study proposed funding the local share of the service with fees from UW-Whitewater student segregated fees, but the Student Senate rejected the proposal.

Despite this setback, the JMW service began in 2012 thanks to a funding consortium between the cities of Janesville, Milton, and Whitewater, UW-Whitewater, and Generac Power Systems. The service expanded in 2013 with operating assistance from a Supplemental Transit Rural Assistance Program (STRAP) operating grant from the state, but the hours of service has declined in subsequent years due to funding constraints. In 2015, Generac Power Systems decided to withdraw its sponsorship of the JMW beginning in 2016. The other sponsors subsequently declined to continue sponsoring the route; the Janesville City Council cancelled the route beginning in 2016 with the adoption of the 2016 budget.

Service to and within Milton. The JMW attracted some ridership from Milton from residents who used the service to travel to Janesville for mainly shopping and medical appointments. Milton residents also used the service to travel to Whitewater. There is a need for service between Janesville and Milton as well as service within the City of Milton.

Commuter/Intercity Bus Service in the Janesville-Rockford, IL Corridor. While not within the Janesville MPO planning area, the MPO may be asked to support efforts by the Stateline MPO in Beloit to extend the current BJE route south along US-251 to Roscoe, McChesney Park, and ultimately to Rockford, IL in cooperation with the Rockford Mass Transit District; as a commuter/intercity route for area citizens traveling to that area for employment or personal business. Such a route was proposed in the Beloit Transit System 2004 TDP, and is supported by both BTS and RMTD. The provision and funding of such a service across state lines is a major issue that may require legislative action in both Wisconsin and Illinois to make this service feasible.

Extension of METRA Commuter Rail Service from Harvard, IL to Janesville. As the Chicago metropolitan area continues to expand to the northwest and the Madison area continues to grow rapidly, some pressure has developed to provide additional transportation options for persons traveling in the corridor. The South Central Wisconsin Commuter Transportation Study (SCWCTS) was initiated by various state, county, and municipal officials in late 2006. The study examined the need for, and feasibility of, improving regional transit within the area and to areas beyond south central Wisconsin. Initially designed as a study to examine the feasibility of extending existing METRA commuter rail service from Harvard IL to the Janesville/Beloit area, the study determined that the actual regional commuter transportation need existed in the north-south corridor roughly defined by I-39/90 and expanded to include commuting to Madison and Rockford and a widened range of transit modes and infrastructure improvements.

The SCWCTS has led to actions that support transit goals. Van Galder/ Coach USA now offers a special discounted rate for commuters traveling to Madison or Chicago which has provided

additional service at lower cost for those persons who buy multiple ride tickets. The study also highlighted a need for potential commuter bus service between the Janesville/Beloit area through Evansville in northwest Rock County, to the Madison metropolitan area. In another outgrowth of the study, the Janesville Area MPO and SLATS signed a joint resolution to preserve rail corridors in the region for both future commuter rail and rail freight use if they are abandoned by existing freight rail providers.

Regional Transportation Authority. In Wisconsin, public transit systems are most often associated with a local general purpose government; in the vast majority of cases a city or village. As public transit services have expanded, particularly in those areas where two or more municipally-owned systems operated in close proximity to one-another, with travel between those communities becoming more prevalent, the question arose about whether it would be more efficient and a better use of resources to combine adjacent municipally-owned systems into a single entity that would provide service in a broader area, not restricted by municipal boundaries. Milwaukee, as the state's sole county-owned and operated system at the time, was able to reach out to the suburbs within Milwaukee County without any special requirements. Elsewhere in the state, however, municipally-owned systems were constrained in their approach; in some cases establishing bi-lateral or multi-lateral contractual agreements with other municipalities or entities desiring service. Within Rock County, the cities of Janesville and Beloit, along with several public, quasi-public and private institutions established the "Beloit-Janesville Express" in 1987 to provide intercity bus service using this multi-lateral contractual approach.

This model was replicated in 2012 with the establishment of the "Janesville-Milton-Whitewater" service (discontinued service beginning of 2016) where three municipalities and several private and public sector institutions combined to establish bus service between the named communities and businesses and educational institutions located there. This model is replicated elsewhere in Wisconsin, most notably in the "Fox Cities" area of eastern Wisconsin, where the city of Appleton and a dozen surrounding communities joined a consortium to provide regional transit service with a cost-sharing model. However, the consortium model is unstable by nature because it depends on all partners to negotiate an annual multi-lateral contractual agreement.

Given this trend in regional demand for public transit, discussions began in the early 2000's to determine if enabling legislation could be passed which would allow communities within a region to band-together to jointly provide transit service through the mechanism of a "regional transit authority", an approach which is common in surrounding states, including Illinois, Minnesota and Michigan. In the end, based on advice of legislators including then State Senator Judy Robson of Beloit, a decision was made to submit the proposal for Regional Transit Authority legislation to the Legislative Council, a group of legislators representing both houses of the legislature. The Legislative Council has the ability to select various proposed legislative actions to a structured study and review process; which if successful could lead to a bill being drafted and simultaneously submitted to both houses of the Legislature, with a high chance of passage.

The proposed Legislative Council study of Regional Transit Authority legislation was approved by the Legislative Council and submitted to legislators for an "up or down" vote on whether the study should be conducted. The measure passed on April 9, 2008, and a Special Committee on Regional Transit Authorities was established by the legislative leadership and held the first of 5 meetings in August, 2008. The Committee interviewed national and internal state experts on transit funding, discussed

various possible models for an RTA program in Wisconsin, and in March, 2009 voted to go forward with a proposal in the form of a bill to both houses of the Legislature. On May 27, 2009, Assembly Bill 282 and Senate Bill 205 were introduced in their respective houses of the Legislature.

The companion RTA bills proceeded through the legislative session in 2009 and resulted in four proposed Regional Transit Authorities being established as the result of passage of Wisconsin Act 28, the 2009-2011 state budget bill, which was enacted on June 29, 2009. These RTA's included a Southeastern Regional Transit Authority (Racine, Kenosha and surrounding area, including the Kenosha-Racine-Milwaukee commuter rail system), the Dane County RTA, a Chippewa Valley RTA (Eau Claire Area), and the Chequamegon Bay RTA, serving the Bayfield, Ashland and rural areas of northwestern Wisconsin. A Milwaukee Transit Authority was also created.

While the regions authorized to have RTA's continued their preparations for implementation, the political stage in Wisconsin was overtaken by the 2010 governor's election campaign. The election was ultimately won by a conservative who had made a campaign issue of promises to rescind the already authorized RTA's as well as a highly publicized intercity passenger rail project planned to connect Milwaukee and Madison, as well as the KRM commuter rail proposal. After taking office in 2011, the new governor and his legislative allies made short work of eliminating authorization for RTA's in Wisconsin Act 32, passed in 2011. With this stroke, all preparations to establish the RTA's in the areas where they had been approved were halted.

In 2014, Senate Bill 686 was introduced, proposing the establishment of a Chippewa Valley (Eau Claire/Chippewa Falls area) RTA. Also in 2014, a bi-partisan group of legislators representing the "Fox Cities" area of north east Wisconsin determined to make another attempt at establishing an RTA for the greater Appleton – Neenah - Menasha area, including about 13 separate municipalities, commonly called the "Fox Cities". Both of these proposed RTAs have hit legislative roadblocks and since early 2014, there have been no additional efforts to introduce or pass Regional Transit Authority legislation in the Wisconsin legislature.

While there have been no attempts to establish a regional approach to transit operating and funding in the Janesville planning area, over the life of this plan, it is likely that this mechanism may become available through the passage of state legislation. The City of Beloit has shown interest in establishing a regional transit authority as a means of facilitating its desire to establish a transit link southward to Rockford, IL, and a recommendation to that effect is contained in the 2004 Beloit TDP. Establishment of a regional transit authority in Rock County, with the potential for expansion into surrounding areas will be a fundamental change in how public transportation service is operated, managed, and funded in the area. Such a proposal would be the subject of a wide-ranging intergovernmental agreement, likely between the cities of Janesville and Beloit, Rock County, other municipalities such as the City of Milton and the Town of Beloit, and others, with each having issues and concerns that will have to be addressed. Assuming that the new authority would have the potential to levy a local revenue-generating fee, a referendum may be required to establish the authority and approve its funding mechanism. A regional authority could consolidate the transit operations now separately owned and managed by the cities of Janesville, Beloit, and Edgerton; Rock County Specialized Transit, and any other transit operations subsequently established, such as within the City of Milton. It could also be involved with services entering the area from other jurisdictions, such as METRA and Dane County. The MPO will likely be called upon to conduct an in-depth study and make a recommendation on the structure, funding, and services to be provided by any such authority.

6. Projected Revenue & Funding Sources

Projected operating costs for the Janesville Transit System are provided in Table 10. Operating expenses listed in Table 11 are based on needs identified by JTS staff, the 2015 budget, and the 2015-2020 TIP. The expense estimates assume that no major alterations will be made to the existing route structure. It is projected that operating expenses will increase at a rate of 3% per year after 2015 to cover inflationary costs of providing service.

For this plan, WisDOT provided six year projections for federal and state operating assistance based on the previous six year STIP, and the projections assume a maximum 1% annual increase. Federal capital projections are based on the 2014 apportionment of Section 5339 FTA capital assistance program for the Janesville urbanized area. The Janesville area's 2015 apportionment is $125,255, and may be expected to increase by a maximum of 1% over the next six years. See Table 11 for WisDOT 2015 assistance estimates.

Table 10: JANESVILLE MPO 2015 REVENUE ESTIMATES BY PROGRAM

Source	2015 Estimate
Federal Operating Assistance Sec. 5307	$1,173,426
Federal Capital Assistance Sec. 5339	$125,255
State Operating Assistance Sec. 85.20	$884,600

If WisDOT projections come to pass, the local share of expenses will need to increase at a rate of 2% per year in order to maintain service levels. This may be possible in the short term, but local levy limits and other financial constraints at the local level will soon burden the City of Janesville. Table 11 shows operating expenses and estimated revenue and assistance based on these projections and assumptions.

Table 11: JTS OPERATING EXPENSES & ESTIMATED ASSISTANCE 2016-2050

	Period Total	Operating Expense Annual Average	*Local Period Total*	*Local Annual Average*	*Operating Assistance Period Total*	*Operating Assistance Annual Average*	Total Operating Assistance Share
2016-2020	$ 19,496,833	$ 3,899,367	*$ 9,374,293*	*$ 1,874,859*	*$ 10,122,540*	*$ 2,014,552*	51.9%
2021-2030	$ 48,804,287	$ 4,880,429	*$ 26,983,814*	*$ 2,698,381*	*$ 21,820,473*	*$ 2,182,047*	44.7%
2031-2050	$ 153,734,853	$ 7,686,743	*$ 103,006,352*	*$ 5,150,318*	*$ 50,728,501*	*$ 2,536,425*	33.0%

The future of JTS capital infrastructure is even bleaker under the scenario provided by WisDOT. Under MAP-21, passed in 2012, federal transit capital assistance was greatly reduced. The FAST Act restored the Discretionary Bus and Bus Facilities Program, albeit at a lower level of funding than in the past. These changes have left all public transit agencies in the country facing the challenge of funding new buses and other transit infrastructure. Although capital grants have never been well-funded, JTS has been effective in utilizing the federal capital assistance program for major capital investments, at times by delaying investment until federal assistance was available.

The capital needs identified in Table 12, such as bus replacements, equipment purchases, and service vehicle replacements are based on expected useful service life. Equipment and buses may last longer,

especially with JTS's excellent preventative maintenance program, but repair costs begin to burden the operating budget. Bus replacements remain JTS's greatest need and a high priority; nine of JTS's 2015 buses were manufactured in 2002 and eight were manufactured in 2006. Buses over 12 years old or with more than 500,000 miles are eligible for federal capital assistance for replacement.

Table 12: OPERATING AND CAPITAL EXPENDITURES

Operating Expenditures				
	2016-2020	**2021-2030**	**2031-2050**	**Total**
JTS Operating Expenses	$ 19,496,833	$ 48,804,287	$ 153,734,853	$ 222,035,974
Annual Average	$ 3,899,367	$ 4,880,429	$ 7,686,743	$ 16,466,538
Capital Expenditures				
	2016-2020	**2021-2030**	**2031-2050**	**Total**
Capital Repair Parts	$240,000	$480,000	$960,000	$1,680,000
Replace/Purchase Shop Equipment	$50,000	$100,000	$200,000	$350,000
Purchase Utility Vehicle	$45,000	$45,000	$90,000	$180,000
Rehabilitate Downtown Transfer Center	$400,000	$10,000	$20,000	$430,000
Replace bus signs	$17,000	$25,500	$59,500	$102,000
Replace Computer Equipment	$10,000	$20,000	$40,000	$70,000
Replace Garage Sweeper	$0	$50,000	$50,000	$100,000
Replace JTS Buses	$4,400,000	$4,400,000	$8,800,000	$17,600,000
Replace Maintenance Shop Truck		$60,000	$120,000	$360,000
Replace Office Copier/Printer/Fax	$6,000	$12,000	$24,000	$42,000
Replace Passenger Shelters/Benches	$85,000	$85,000	$170,000	$340,000
Replace Radio Equipment	$50,000	$75,000	$150,000	$275,000
Replace Service/Supervisory Vehicles	$30,000	$60,000	$120,000	$210,000
Refurbishment of Transit Systems Maintenance Garage	$0	$50,000	$125,000	$175,000
Capital Totals:	**$5,333,000**	**$5,472,500**	**$10,928,500**	**$21,914,000**
Average	**$1,066,600**	**$547,250**	**$546,425**	**$626,114**

Source: Janesville Transit System/ Janesville MPO

Historically, JTS has relied on federal capital funding for major improvements. FTA provides an 80% share of capital improvement cost and the 20% local share is typically borrowed for large expenditures. If capital assistance averages roughly $125,000 per year, the City of Janesville will need to consider investing in bus replacements and other capital improvements without federal assistance. Table 13 shows the projection for capital assistance if the revenue estimate continues long term.

Table 13: CAPITAL EXPENSE AND ASSISTANCE

	Capital Expense		***Capital Assistance***		
	Total	**Average**	***Total***	***Average***	***Percent of Capital Expense***
2016-2020	$5,333,000	$1,066,600	*$ 645,315*	*$ 129,063*	*12.1%*
2021-2030	$5,432,500	$543,250	*$ 1,391,063*	*$ 139,106*	*25.6%*
2031-2050	$11,098,500	$554,925	*$ 3,233,960*	*$ 161,698*	*29.1%*
Total	$22,044,000	$629,829	*$ 5,270,338*	*$ 150,581*	*23.9%*

Source: Janesville Transit System/Janesville MPO/WisDOT

At the present, the State of Wisconsin does not provide direct capital funding for transit systems, and while proposals have been made to initiate such a state-funded program in the past, they have been dropped in favor of strong state support for transit operating assistance. It is assumed that this condition will continue throughout the foreseeable future.

Other Funding Sources

There are other DOT funding sources besides Federal 5307 & 5339 and State Section 85.20 that may assist with funding transit. The Janesville Area MPO is allocated Surface Transportation Program (STP) funds on a two year cycle, to be spent over a four year time period. The MPO has historically used STP funds for major street repair or reconstruction, however, transit capital is an eligible expense. The MPO has lost STP funding in the past due to street project delays, which effects the next cycle of funding. Because funding for a bus can be encumbered more quickly than the design of a street, the MPO may consider purchasing buses in order to ensure the MPO receives its full STP allocation.

The operation of JTS's two intercity commuter routes would not be possible without funding consortiums made up of private, public, and nonprofit entities. Sponsor support may be the only way for new service to begin or for service hours to expand, given projected financial constraints.

7. FINANCIAL PLAN

JTS's projected expenditures and revenues are compared in Table 14. Capital expenditures proposed for 2015 to 2050 will be funded by a combination of federal assistance and local funds. Capital projects will be prioritized by JTS and implementation will be dependent upon local assistance, loans, or federal/state capital assistance levels. The operating shortfall, the difference between operating revenue and federal/state assistance, must be funded by fare increases, local assistance, or potential increases in miscellaneous revenue such as advertising and employer-provided assistance.

It is projected that operating and capital assistance will not keep pace with costs. In order to meet potential operating shortfalls in the future JTS has the option of increasing fares, increasing local assistance, or reducing service. Possible service reductions are described in the Implementation section of this plan. Adjustments to local assistance levels and rate increases are local decisions and will occur in the future as JTS has a more certain vision of federal and state assistance levels. The level of state operating aid provided to the Janesville urban area will be a primary factor in determining the type of transit service provided in the city.

Table 14 below is based on assumptions in the previous section and outlined in table 12. The Capital Funding and Expenditures assumes investment in all capital listed in table 12, but history shows the city scales back if federal funding is not acquired. Operating Funding and Expenditures (Table 15) assumes a 3% annual increase in operating expenses, a 1% increase in operating aid, and a 2% increase in farebox/miscellaneous revenue.

Table 14: JTS 2016-2050 FINANCIAL PLAN:
CAPITAL FUNDING AND EXPENDITURES

	2016-2020	**2021-2030**	**2031-2050**
Projected Capital Expenditures	$ 5,333,000	$ 5,472,500	$ 10,928,500
annual average	$ 1,066,600	$ 547,250	$ 546,425
Capital Funding Resources			
Capital Assistance (Federal 5339)	$ 645,315	$ 1,391,063	$ 3,233,960
annual average	$ 129,063	$ 139,106	$ 161,698
Local Capital Investment	$ 4,687,685	$ 4,081,437	$ 7,694,540
annual average	$ 937,537	$ 408,144	$ 384,727

Table 15: JTS 2016-2050 Financial Plan:

OPERATING FUNDING AND EXPENDITURES

	2016-2020	2021-2030	2031-2050
Projected Operating Expenses	$ 19,496,833	$ 48,804,287	$ 153,734,853
annual average	$ 3,899,367	$ 4,880,429	$ 7,686,743
Operating Funding Resources			
Projected Farebox/Misc. Revenue	$ 3,621,014	$ 8,325,340	$ 21,607,037
annual average	$ 724,203	$ 832,534	$ 1,080,352
FTA Operating Assistance (5307)	$ 5,656,804	$ 12,193,989	$ 28,348,735
annual average	$ 1,131,361	$ 1,219,399	$ 1,417,437
State Operating Assistance	$ 4,465,736	$ 9,626,484	$ 22,379,766
annual average	$ 893,147	$ 962,648	$ 1,118,988
Projected Local Operating Assistance needed to fund shortfall	$ 5,753,279	$ 18,658,475	$ 81,399,314
annual average	$ 1,150,656	$ 1,865,847	$ 4,069,966

8. System Performance

Transit plays a vital role in advancing the eight planning factors in the FAST Act:

1. Support the economic vitality of the metropolitan area, especially by enabling global competitiveness, productivity, and efficiency.
2. Increase the security of the transportation system for motorized and non-motorized users.
3. Increase the safety aspects of the transportation system for its users.
4. Increase the accessibility and mobility options available to people and for freight.
5. Protect and enhance the environment, promote energy conservation, and improve quality of life.
6. Enhance the integration and connectivity of the transportation system, across and between modes, for people and freight.
7. Promote efficient system management and operations.
8. Emphasize the preservation of the existing transportation system.

This section proposes appropriate performance indicators to measure the MPO's progress in meeting the planning factors for the transit transportation mode. Performance indicators and targets are considered **DRAFT** until final guidance and agreement is met between the Janesville Area MPO, FTA, and WisDOT.

Economic Vitality

For the Janesville Transit System, ridership is a reliable indicator of economic health. Ridership trends with the economy, increasing during economic growth and decreasing with recession. The historical ridership trend below for both fixed route transit and paratransit service is based on National Transit Database reports from 2004 to 2013, the last year they were available. Table 16 and Figure 20 show total ridership fluctuated during the period, with major decreases in fixed route ridership in 2007, then again in 2009 and 2010.

Paratransit peaked in 2009 but has been steadily decreasing since. Mercy Health System ended the Mercy in Motion transportation program around 2009, which likely increased ridership for paratransit in 2009 and 2010. In 2011, Wisconsin began a brokerage system for medical related trips for individuals receiving Medicaid and Medicare. Rock County Specialized Transit chose not to be a provider for the brokerage system, therefore any medical assistance qualified paratransit riders were assigned to other providers, resulting in lower ridership for paratransit. Overall, total fixed route and demand response ridership is generally close to 2004 levels.

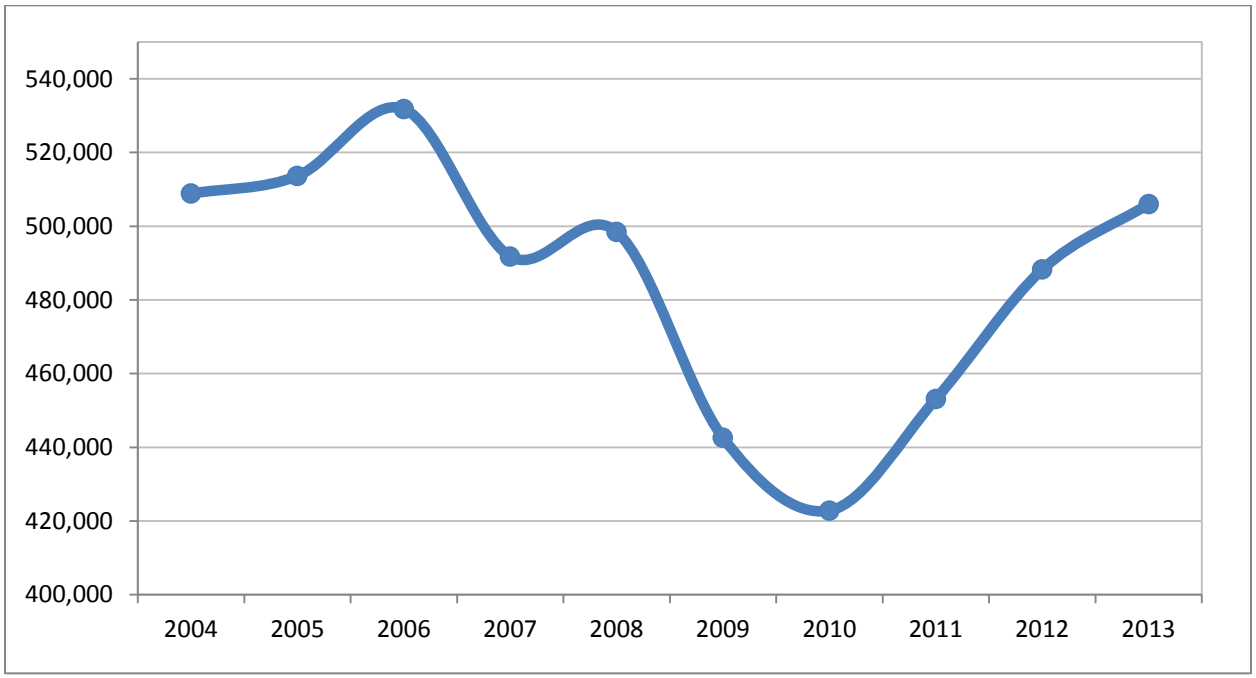
Table 16: JTS RIDERSHIP TRENDS 2004-2013

	Regular and Extra Service	Paratransit	Total ridership
2004	508,858	3,314	512,172
2005	513,641	4,042	517,683
2006	531,811	4,983	536,794
2007	491,811	5,104	496,915
2008	498,490	5,783	504,273
2009	442,602	8,032	450,634
2010	422,852	7,251	430,103
2011	453,149	6,408	459,557
2012	488,274	5,625	493,899
2013	506,016	4,630	510,646
% Change 04-13	-0.56%	28.42%	-0.30%

Source of Data: NTD 2004-2013

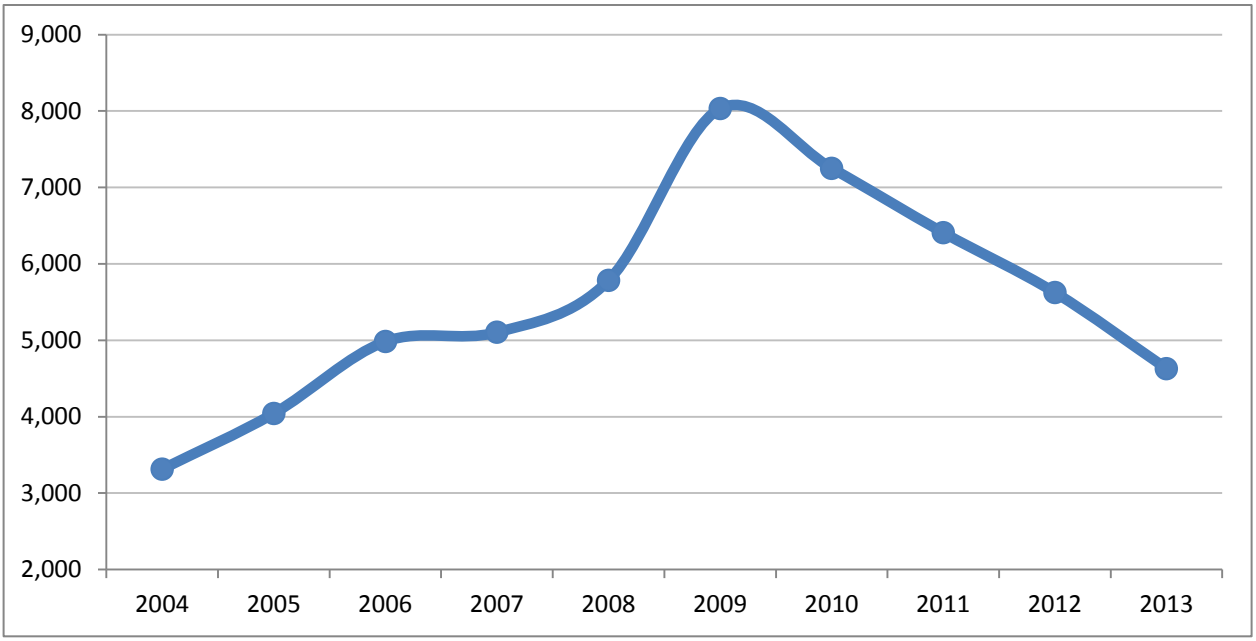
** Unlinked passenger trips per National Transit Database (NTD) definition which includes transfers.*

Figure 20: JTS 10-YEAR REGULAR AND EXTRA SERVICE RIDERSHIP TRENDS (2004-2013)



Source of Data: NTD 2004-2013

Figure 21: 10-YEAR PARATRANST RIDERSHIP TRENDS 2004-2013



Source of Data: NTD 2004-2013

Safety and Security

The Janesville Transit System operates in accordance with federal safety standards for training, drug testing employees, and maintaining transit vehicles. All preventative accidents involving a transit vehicle are investigated and reported. The number of preventable accidents in a year is an appropriate indicator of safe bus operations. From 2010-2014 there were a total of 25 preventative accidents, or an average of 5 per year.

2010: 4
2011: 5
2012: 7
2013: 5
2014: 4

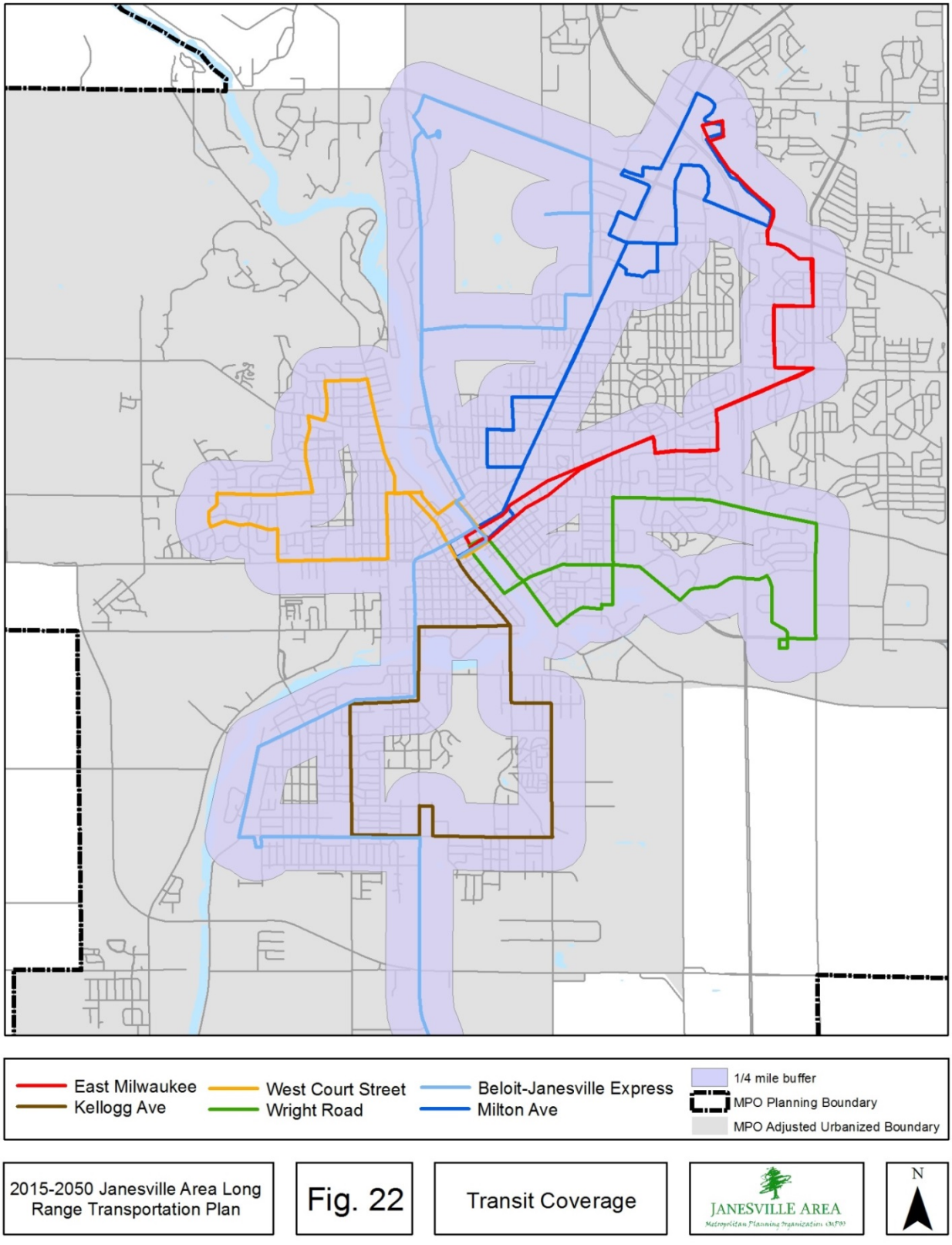
A possible measure of security for the transit system could be operational bus cameras. Cameras are essential for investigating traffic incidents and incidents on board the bus. Another possible measure might be the security of the maintenance facility and the transfer center.

Accessibility and Mobility

JTS improves the accessibility and mobility of individuals in the Janesville area by providing ADA accessible service for a predominantly transit population. An appropriate measure for accessibility is transit coverage of the urbanized area. WisDOT uses percent of population with access to public transit

as a measure of mobility, which is reported in MAPSS. WisDOT does not consider commuter bus service such as the Beloit Janesville Express (BJE).

Figure 22: JTS TRANSIT COVERAGE



Protect and Enhance the Environment

The current fleet of buses is clean diesel and the upgrade to Compressed Natural Gas (CNG) buses will further enhance the environment by using a clean burning fuel. The timing of the conversion to CNG will depend heavily on availability of grant funding, either through FTA capital funding or some other grant program.

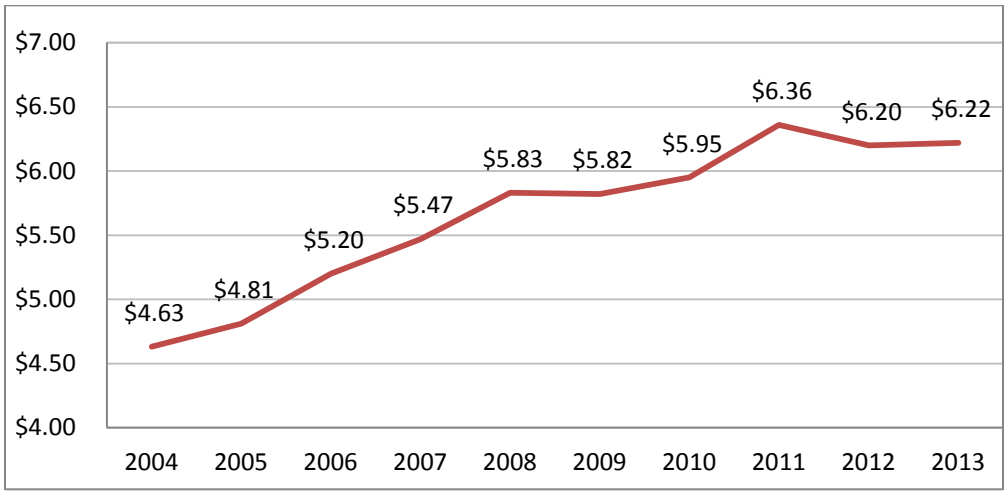
Integration and Connectivity

Bike racks on the front of JTS buses allow riders to make a part of their trip by bike. Bike racks are also located at the downtown transfer center for individuals to get to or from the bus by bike. All buses assigned to regular, nightside, and regional commuter routes have a rack on the front with the capacity to hold two bikes. The few buses without bike racks are generally older vehicles operated on extra service routes or as backups. An indicator of improvement for this goal may be the ratio of buses with bike racks. Bike racks are planned for all new bus purchases.

Efficiency

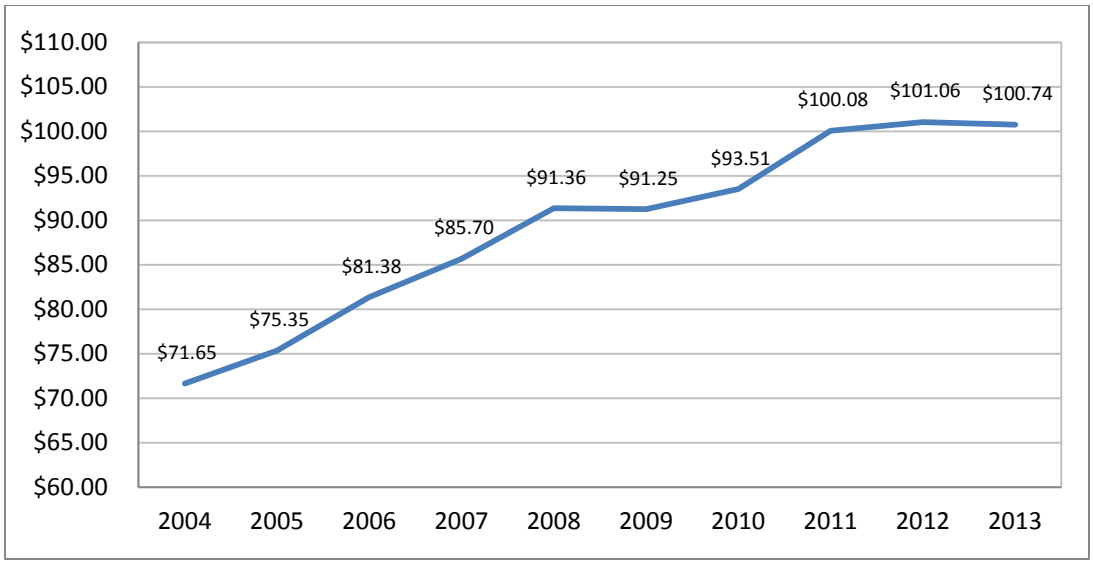
Several metrics may be used to measure the efficiency of transit service. Efficiency is measured in operating expenses per vehicle revenue mile and revenue hour. The trends from 2004 through 2013 show both costs rising.

Table 17: OPERATING EXPENSE PER VEHICLE REVENUE MILE



Source: NTD 2003-2013

Table 18: OPERATING EXPENSE PER VEHICLE REVENUE HOUR



Source: NTD 2003-2013

During the same period, there was an increase in fixed route revenue hours and revenue miles. Table 19 describes the change in fixed route and paratransit revenue hours and miles from 2009-2013. Fixed route vehicles operated in peak service increased from 13 to 14 over the period and the number of paratransit service vehicles remained the same.

Table 19: JTS SERVICETRENDS 2009-2013

Year	Revenue Hours		Revenue Miles		Peak Vehicles	
	Fixed Route	Paratransit	Fixed Route	Paratransit	Fixed Route	Paratransit
2009	28,979	2,811	454,166	31,651	13	2
2010	28,925	2,538	454,365	28,449	13	2
2011	28,846	2,243	453,832	25,639	13	2
2012	29,942	1,969	482,604	23,625	14	2
2013	32,882	1,621	532,448	19,446	14	2
%Change	13.47%	-42.33%	17.24%	-38.56%	7.69%	0.00%

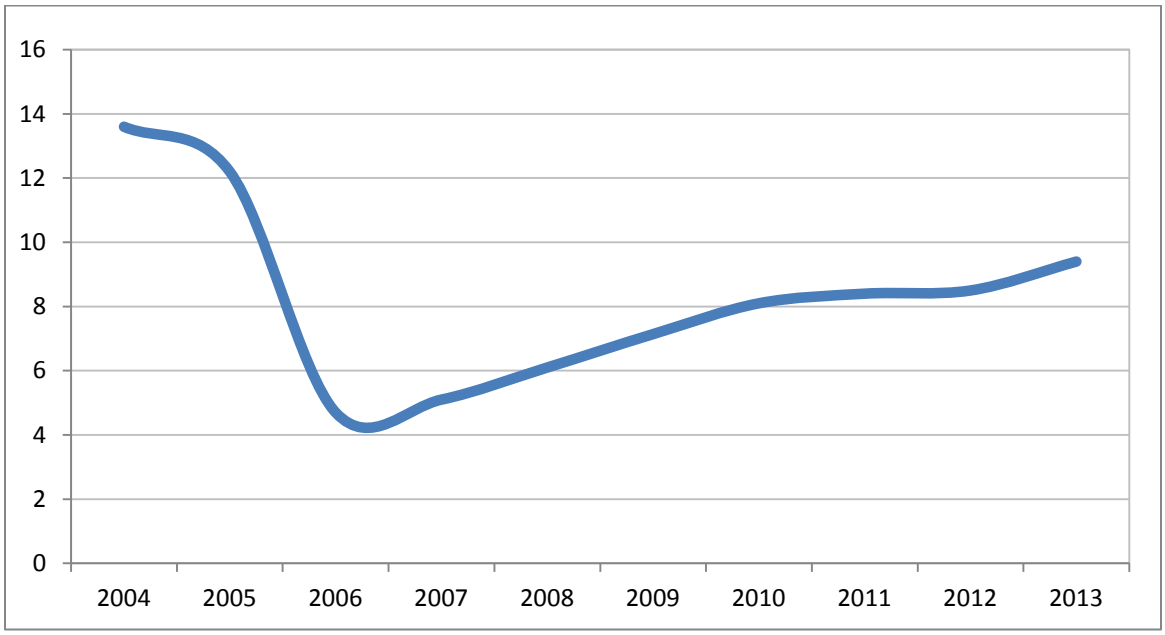
Source of Data: NTD 2009-2013

Preservation

The Janesville Transit System maintains two buildings, 17 buses, and various other capital assets. The downtown transfer center was constructed in early 2000 and is in need of rehabilitation. A new operations and maintenance facility opened in 2014 and will not be in need of a major rehabilitation to replace major equipment for 20 to 30 years.

Average age of bus fleet is an indicator of the state of the transit infrastructure. The JTS bus fleet is aging, with the average age of 9.4 years in 2013.

Table 20: AVERAGE FLEET AGE IN YEARS



Source: NTD 2003-2013

As previously discussed, insufficient federal capital assistance may result in deferred purchase of new buses. A preventative maintenance plan that addresses an aging bus fleet will be very important to maintain high quality service to the community.

Performance Targets and Indicators

This section proposes **draft** performance targets for the Janesville Area MPO that meets the spirit of FAST ACT. *The MPO expects to revise performance targets and indicators as necessary in order to meet requirements of FAST ACT or subsequent federal transportation legislation.*

The target setting process involved the analysis of trends and past performance in the MPA, examined transit issues contained in Section 7 of this Plan, and considered available data sets for measuring progress.

Table 21: DRAFT PERFORMANCE TARGETS AND INDICATORS

Target	*Indicator*	*Data Source*	*Data Frequency*	*Justification*
Economic Vitality				
.8% increase in ridership annually	# annual unlinked passenger trips	JTS	Annual	.6% is actual average
Safety and Security				
Less than 5 preventable accidents per year	Number of preventable accidents in a year	JTS	Annual	Average of 5 2010-2014
Accessibility and Mobility				
Service within ¼ mile of at least 90% of the populated areas within JTS service area	Using GIS, analyze Census block data & transit routes	MPO	Annual	JTS standard since 2005
Service 6:15am - 6:15pm M-F; 8:45am – 6:15pm Sat; headways 60 min or less for regular service	Revenue hours of service	JTS	5 years, examined with TDP	JTS standard since 2005
Protect and Enhance the Environment				
Convert JTS bus fleet to CNG by 2035	Bus fleet	JTS	Variable	Financial Plan
Integration and Connectivity				
100% of public transit buses equipped with bike racks by 2025	# or % of buses without bike racks	JTS	Variable	Based on LRTP
Efficiency and Preservation				
Cost per vehicle mile less than or equal to rate of inflation	Operating expense/vehicle revenue mile (fixed)	JTS	5 years	
Cost per hour less than or equal to rate of inflation	Operating expense/vehicle revenue hour(fixed)	JTS	5 years	
Average age of fleet less than 10 years	Average age of bus fleet	JTS	5 years	
Spare ratio not to exceed 20% of fleet	ratio of inactive fleet vehicles to active	JTS	5 years	Industry standard

9. IMPLEMENTATION

The Janesville Transit System focuses on providing accessibility for transit-dependent adults, youth, senior citizens, and persons with disabilities. Over the planning period, JTS will work to maintain fixed-route transit service in the city. Alterations may be made to routes to provide more effective service to schools, major shopping areas, and new employment centers. A major service expansion is not expected during the planning period; however the system may be adjusted to respond to future service needs. Instead, long range planning efforts will focus on performance standards and capital improvements.

The level of conventional fixed-route, fixed schedule transit service within the City of Janesville has remained somewhat stable over the past 30 years. In fact, the service level has actually contracted somewhat over time from the standpoint of the number of regular service routes within the City, the number of hours during which regular route service is provided both on weekdays and Saturdays, and particularly with regard to tripper bus service oriented toward the schools. This service level is not expected to increase greatly over the planning period represented by this document. Where new service has been initiated over the last five years, it has been the result of funding partnerships with other public and private entities.

Short-range, mid-range, and long term strategies for implementing the Janesville Area Transit Plan are listed below. These recommendations incorporate system monitoring, administration of federal and state legislative requirements, capital improvements, and marketing.

2016-2020

Planning and System Monitoring Activities

- Implement efficiency and effectiveness improvements identified in WisDOT Management Performance Audit required of state aid recipients.
- Prepare ADA Paratransit Plan updates and other federal/state reporting requirements.
- Evaluate and adjust bus routes as needed.
- Participate in update of 2013 Rock County Public Transit Human Services Coordinated Transportation Plan. (2018)
- Continue transit involvement during commercial and industrial development site plan review.
- Coordinate recommendations from the Transit, Bicycle & Pedestrian and Streets & Highway sections of the 2015-2050 Janesville Area Long Range Transportation Plan.
- Conduct 2017 Transit Development Plan update.
    - Feasibility of SE service extension
        - Interview and/or survey additional stakeholders: businesses, employment agencies, RVCP, etc.
        - Evaluate feasibility of peak service in morning and afternoon to meet shift times

Capital Improvements

- Perform major rehabilitation of Downtown Transfer Center.
- Replace radio equipment.
- Replace shop truck.
- Replace office equipment and computers.
- Shop equipment and repair parts: engines, transmissions, A/C compressors.
- Purchase/replace passenger shelters.
- Purchase/install bus stop signs.
- Begin conversion to Compressed Natural Gas (CNG) vehicles, including purchase/install of fueling equipment and related infrastructure.
- Replace 13 buses; first four clean diesel, next nine CNG.

2021-2035

Planning and System Monitoring Activities

- Implement efficiency and effectiveness improvements identified in the five-year Management Performance Audit.
- Evaluate fare increase and local assistance adjustment.
- Monitor emerging options for off-peak service.
- Prepare ADA Paratransit Plan updates and other federal/state reporting requirements.
- Research and identify potential funding alternatives and/or vehicle alternatives.
- Continue marketing program.
- Conduct 2022 and 2027 Transit Development Plan updates.
- Examine the use of contracted shared-ride taxis to supplement or replace fixed route and route deviation service using standard buses as a way of lowering costs and eliminating unneeded/unused capacity and providing off peak hour service.

Capital Improvements

- Replace remaining clean diesel buses with CNG fueled buses.
- Perform minor rehabilitation of Downtown Transfer Center.
- Perform minor rehabilitation of Maintenance/Administration Facility.
- Make other capital investments as described in Transportation Improvement Program.

2036-2050

Planning and System Monitoring Activities

- Implement efficiency and effectiveness improvements identified in the five-year WisDOT Management Performance Audits.
- Research potential use of expanded transit service, regional transit service, and transit promotion funds.
- Prepare ADA Paratransit Plan updates and other federal/state reporting requirements
- Continue marketing program
- Conduct 2032, 2037, and 2042, and 2047 Transit Development Plan updates.

Capital Improvements

- Perform major rehabilitation of Downtown Transfer Center.
- Perform major rehabilitation of Maintenance/Administration Facility, including replacement of major capital equipment.
- Make other capital investments as described in Transportation Improvement Program.

Potential Service Expansions

Users of the Janesville Transit System consistently request additional service on Saturday evenings and Sundays. Currently, Saturday service ends at 6:15pm and no service exists on Sunday. Such service could be similarly structured like the current Nightside service or could be a shared ride taxi model. The type of service will depend on expected ridership and financial resources available.

Potential for Service Reductions

Over the life of the plan, decreasing federal and state operating assistance, insufficient capital assistance, state mandated controls on local government revenue generation, expenditure restraint at the local level, and political interests may require the need for JTS service reductions and/or fare increases. Although the MPO is projecting an overall increase in fixed route ridership through the planning period, the MPO acknowledges that regular route fare increases could have a short-term negative effect on the existing ridership base as JTS users react to higher transportation costs. Given the low-income status of many JTS riders, higher fares will have a severe impact on their ability to pay for transportation.

At the point when local assistance cannot continue to match the operating shortfall, a reduction in service hours, an elimination of service to selected areas, or the substitution of less costly service alternatives could be required to balance costs with projected revenues. Any service reduction would follow JTS's public involvement policy for major or minor service reduction, and would require public notice and a public hearing.

This plan is not meant to serve as an in depth study of service needs and cost analysis, and therefore it does not recommend any specific service reductions. However, the plan has identified serious cost implications related to insufficient federal and state assistance. The City of Janesville will be faced with difficult funding decisions in the future regarding increasing local assistance for operations and funding a greater share of capital investments. If service reductions are considered, great emphasis should be placed on minimizing negative impacts to JTS customers. Service changes should also reduce peak vehicles and mileage in order to maximize the bus fleet. The following potential service reductions are prioritized with these goals in mind.

1. **Reduction of Saturday service by 1.5 hours**

It is assumed that services would begin one hour later (9:45am) and end a half hour earlier (5:45pm), but this could be adjusted based on ridership patterns. This service reduction would have a small operating cost savings but would also have a minor negative impact on JTS customers.

Reduction in Annual Revenue Hours: 468
Reduction in Annual Revenue Miles: 5,446

2. **Replacement of Nightside service with shared ride taxi as an alternative to eliminating entirely of the night service**

The replacement of the current service with shared ride taxi would continue to serve the needs of JTS customers. The elimination of deviated fixed route night service has been considered in the past as a cost saving measure but shared ride taxi has not been studied extensively to determine if it would be a feasible replacement. Past studies have suggested studying this option only if productivity on the Nightside routes drops below 5 passengers per hour. 2014 ridership data indicates Nightside currently serves 5.23 passengers per hour. An additional benefit of switching to shared ride taxi would be the ability to reduce mileage on the JTS bus fleet by contracting with an outside vendor for the service. Lastly, this change would allow JTS to eliminate personnel hours.

Reduction in Annual Revenue Hours: Neutral (this assumes taxi would operate 6:15pm-10:15pm)
Reduction in Annual Revenue Miles:

3. Realignment of Extra Service Routes to reduce one route

Extra service routes are relatively low mileage but high ridership routes that primarily transport youth to and from school. The benefit of reducing one route would be to reduce the number of peak vehicles operating in the afternoon should the situation arise where our numbers of fleet vehicles is reduced. There would be only a small amount of operating cost savings associated with this reduction.

Reduction in Annual Revenue Hours: 120
Reduction in Annual Revenue Miles: unknown

4. Reduction of West Court and Wright Rd. Routes from 30 minute to 60 minute headways

The West Court is one of JTS's more productive routes and ridership on the Wright Rd. route has been growing steadily. In this reduction, both of the routes would operate once every 60 minutes with one bus serving both routes. This would allow for the reduction of one bus from regular service. This reduction would have a significant negative impact on JTS customers who use the routes will likely reduce ridership revenue, but would be one option to consider if our numbers of fleet vehicles is reduced.

Reduction in Annual Revenue Hours: 3,476
Reduction in Annual Revenue Miles: 48,654

10. SUMMARY

The transit chapter of the 2015-2050 Janesville Area Long Range Transportation Plan provides a guide to the issues that face the Janesville Transit System and the forecasted requirements needed to maintain an effective system for the next thirty years. As indicated in the plan, the Janesville Transit System focuses on providing basic service for youth, senior citizens, persons with disabilities, and other transit dependent persons. Routes are aligned along arterial and collector streets to serve major destinations such as schools, shopping areas, health care centers, public and recreational facilities, and major employment centers.

Major expansion of JTS service is not expected to occur over the three planning periods between 2016 and 2050. Future TDP's may identify the need for the expansion of service to underserved, however this will be tied directly to the availability of additional funding sources. At this time transit service, in terms of fixed routes operated, bus miles, hours of service, and ridership are anticipated to be similar through 2050 as currently exists. Transit is expected to continue to serve less than 2% of the service area's total trip making based on means to work responses from the 2010 U.S. Census. Alterations may result to provide service to major industrial and commercial developments and new schools from areas of the city that exhibit high transit potential for those sites. It is expected that new residential developments, particularly those on the east side, will not necessarily be provided with regular fixed-route service due to funding constraints and limited transit potential. Funding constraints, travel demand, and demographic shifts will remain the controlling factors in determining whether some sections of the city will continue to receive regular fixed-route service. In general, operating constraints limit the ability to offer transit service to all parts of the city; however the strategies outlined in this plan should enable JTS to maintain an effective system for the majority of its users.

11. REFERENCES

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